

ANSHUL KUMAR SINGH

A result-oriented problem solver having strong business exposure in Data Consulting & Data Marketing, Retail, Financial services, and Manufacturing with 8+ years of hands-on experience. Skilled in machine learning and deep learning algorithms and delivering large scale projects to help improve revenue, EBITDA, customer acquisition and retention

Education

- 2010 – 2015** **Master of Science (M.Sc.), Integrated: Economics**
Indian Institute of Technology, Kanpur, India
- Visiting Scholar at **ETH, Zurich** and **University of Manchester, UK**

Professional Experience

- 2021-06 - Current** **Lead Data Scientist – Data Consulting & Marketing**
Artefact MENA, Dubai
- Conceptualized **9+ end to end ML based solutions** for 3 biggest clients in MENA to **improve various KPIs** – lead conversion rate, occupancy rate and churn rate, first call resolution etc.
 - Leading a team** of DEs, DSs and DAs to **develop** multiple usecases for real-estate and electric company clients - **customer segmentation, churn prediction & retention, unit recommendation, call center management** by performing data discovery & cleansing, model training, validation & deployment
- 2018-01 - 2021-05** **Data Scientist – Group Data & Analytics**
Aditya Birla Group, Bengaluru
- Created an **impact of \$300Mn+** by delivering ML based tools & products and crucial & timely insights to **CXOs, zonal heads**
 - Built equipment **health monitoring system, digital-twin** based **recommender system** using **IIoT sensor data** to improve plant KPIs
- 2015-07 - 2018-01** **Marketing Analytics Analyst**
Accenture, Gurgaon
- Performed **sales analytics, demand forecasting** to maximize ROI using Marketing Mix and predictive modelling for various **MNC clients** in US and Europe region

Conferences

- 2020**
 - Presented a white paper** on “Streamlit – a python library for reducing lead time in MLOps”, **MLDS 2020, AIM**
- 2018 – 2019**
 - Attended CYPHER, IITACB AI Deep Dive Workshop, Satellite Imagery & Bayesian Data Analytics training

Personal Info

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Github:
<https://github.com/ansks>


Skills

Machine Learning, DNN & NLP
 Very Good

Statistical Data Analysis & Optimization
 Excellent

Python / pySpark / R / Matlab / SQL
 Very Good

AWS / Azure / Docker / REST APIs / Docker / Tableau
 Very Good

Scikit-learn / HyperOpt / Databricks / Tensorflow / NLTK
 Excellent

Additional info

- Aug'2020 – Present: **AI-ML Mentor** at Great Learning
- Q2-FY'21: **Analyst of quarter**
- 2019: **Top 1%** at **AWS Deep Racer** League