ANURAG GANDHI

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EDUCATION

Carnegie Mellon University, H. John Heinz III College, Pittsburgh, PA 12/2017
Master of Information Systems Management- Business Intelligence and Data Analytics
Cumulative GPA: 3.93

University of Delhi, Netaji Subhas Institute of Technology, Delhi, India 06/2014
Bachelor of Engineering, Manufacturing Processes and Automation
GPA: 3.45/4.00 (WES)

SKILLS

Tools and Programming: Working knowledge of SAS 9.3, Python, R, SQL, JAVA, Weka, MS Access, Advanced Excel, VBA
Languages: Fluent in Hindi

COURSEWORK

Spring '17: Machine Learning (Theory - 10601), Interactive Data Science, Machine Learning for Problem Solving, Advanced Business Analytics, Data Warehousing
Fall '16: R for Analytics, Statistics, JAVA, Intermediate Database Management, Text Analytics, Python, Applied Econometrics

WORK EXPERIENCE

The Smart Cube, Noida, India
(Client: a major supermarket chain in the UK)

Senior Analyst – Data Analytics 10/2015 – 07/2016

- Worked on development of a promotional ROI assessment tool for a major supermarket chain based in UK
- Modelled sales of more than 3,000 SKUs in 5 product categories using *hierarchical mixed effects* technique to isolate promotional impact from latent factors and deliver insights on drivers of successful retail promotional strategies; data sources range from *large transaction data*, competitor pricing and assortment of products to weather and events
- Led offshore project team to develop inverse association rules (*market basket analysis*) based technique to identify substitute products during a retail promotion; designed an automated procedure using *Python 2.7* and *SAS*
- Used *POS data* for over 10,000 SKUs in 600 supermarkets to understand customer buying patterns and determine *intensity of cannibalization* when a substitute product is promoted; analysis helped client inform promotional strategy based on margin loss and make ranging and space decisions

Analyst – Data Analytics 08/2014 – 09/2015

- Developed Test and Control methodology (*A/B testing*) using *time-series analysis* techniques to assess effectiveness of various retail campaigns, store refurbishments, concessions of a third-party retailer, and product trials
- Developed and automated anomaly detection algorithms to be integrated with a mobile application designed to provide performance alerts and daily reports to retail store managers
- Independently handled client communications and increased performance efficiency of client's other batch retail analytics procedures by about 35%
- Conducted training sessions for project team members on retail data infrastructure in client's Enterprise Data Warehouse, extraction queries in *SAS-SQL*, typical analysis process flow, and data pipeline automation
- Built data visualizations using *Excel-VBA* based dashboards and PowerPoint presentations to communicate results to on-shore delivery manager and client team
- **Honors & Awards:** Best Debutant (2015), Kudos Award (2015), Smart Team Award (Dec 2014, Dec 2015)

ACADEMIC PROJECTS AND REPORTS

- Implemented Naïve Bayes from scratch to distinguish between articles from two different sources 02/2017
- Performance comparison of machine learning algorithms (Naïve Bayes and SVM) and various text representations for classification and sentiment analysis. Public datasets: OHSUMED, Reuters, Amazon reviews 11/2016
- Frequency and co-occurrence analysis on Wall Street Journal text data to understand associations between entities (people, organizations etc.) 11/2016
- Python: Used NLTK library to perform frequency analysis on scraped web data 12/2016
- Exploration of factors affecting gender-income gap using NLSY97 dataset, R, and R Markdown 10/2016
- Automated classification of fasteners for selective assembly using digital image processing 05/2014
  - Used MATLAB to segment object from background, extract features and take decisions in real time based on shape and size of object; built a working prototype using motors and conveyor to simulate industrial settings