

Arpita Mangal

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PROFILE

Data Science professional with 3+ years of experience in designing, developing, and implementing data-driven solutions. Experienced in customer segmentation, journey enhancement, & competitor analytics, driven by problem-solving mindset.
Specialities: Experimental Design, Causal Inference, Exploratory Analysis, Visualization, Supervised & Unsupervised Learning
Libraries: Scikit-learn, Matplotlib, Seaborn, PySpark, Keras, TensorFlow, Pyomo, Cvxpy, NLTK, Genism, SapCy
Technologies: Python, SQL, R, Tableau, Advanced Excel, Confluence, Jira, Git **Certifications:** AWS Cloud Practitioner

EDUCATION

University of California, Davis **San Francisco, CA**
Master of Science, Business Analytics (GPA 3.67/4.0) Expected Jun. 2023
Highlighted Coursework: Statistics, Machine Learning, Logistics and Supply Chain, Data Scraping, Big Data, Time Series

Indian Institute of Technology Kharagpur **Kharagpur, IND**
Dual Degree (BTech & MTech), Ocean Engineering and Naval Architecture Jun. 2019
Highlighted Coursework: Recommender Systems, Data Analytics, Foundations of Entrepreneurship, Data Structures

PRACTICUM EXPERIENCE

UC Davis Practicum Project, Qualcomm **San Francisco (Remote)**
Data Scientist, Practicum Project Sep. 2023 - Present
Identifying user needs and preferences in the mobile device markets to improve branding & provide actionable business insights.

- Scrubbed **20K tweets** containing Qualcomm references in mobile market & performed **sentiment analysis** using **word2vec**.
- Scraped** features, ratings and reviews of **2500+ mobile devices** from Amazon to interpret **brand position** & user preferences.
- Designed & conducted user surveys that evaluate 2K university students' current and future needs as mobile device owners.

WORK EXPERIENCE

Kotak Securities Limited **Mumbai, IND**
Data Scientist - Associate Vice President, Analytics & Strategy Team Jul. 2021 - Jul. 2022
*Improved customer acquisition, activation, and retention, increasing **Customer Lifetime Value** from **INR 9K** to **INR 13.5K**.*

- Built a **propensity data model** & **deep learning-based customer segmentation model** to increase **customer engagement**.
- Optimized ad spend by targeting high-value customer, through focused marketing strategy saving **30% on acquisition cost**.
- Single-handedly **coordinated** with multiple teams and stacked up their perspectives for understanding customer behaviour. Further, analysed and executed a pilot to increase **customer activation**, resulting in revenue growth in just two months.
- Utilized **CRM** data to enhance **customer journey** and identified account closure trends, resulting in a **5% boost** in **retention**.

Barclays Global Services **Pune, IND**
Graduate Analyst (Developer) Jul. 2019 - Jul. 2021
*Developed features for mobile banking app as well as build a **fraud detection model** reducing average detection time by **~34%**.*

- Coded new app features while maintaining legacy code & prioritizing **accessibility enhancements**. Codebase: ~ 20000 lines.
- Classified **personas** to distinguish money mules from legitimate customers and suggested **prevention & remediation plans**.

PROJECTS

Warehouse Inventory Management, Optimization | Ongoing
Related Skills: Linear Programming, Network Flow, Forecast Supply & Demand, Time Series, Autocorrelation, Moving averages

Estimate Price & Substitute of Medicines and Pharmaceutical Devices | [Project Link](#)
Related Skills: Predictive Analytics, Natural Language Processing (NLP), Text Analytics, Doc2Vec, Web Scraping, Market Research

Recommend Events in an event-based Social Network | [Project Link](#)
Related Skills: Collaborative Filtering, Hybrid Recommender, Cold-Start Problem, TF-IDF, K-means Clustering, Feature Engineering

Filling in Missing Values of Sea Surface Temperature | [Project Link](#)
Related Skills: Dealt with Spatio-Temporal Dataset, Non-Negative Matrix Factorization, Convolutional Neural Network (CNN)

ADDITIONAL QUALIFICATIONS

Awards: MSBA Fellowship, GSM Grant, 1st Position - Barclays Hackathon, Finalist -The Economist, Young Blood – GYWS
Internships: Cambridge Judge Business School, Kotak Securities Limited, REDX Innovation Lab, Flytxt
Leadership: Public Relations Officer - GYWS (NGO), Governor - TAdS (Adventure Club, IIT Kharagpur)