

Shekhar Tripathi

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DATA SCIENTIST

Highly motivated professional with 3+ years of rich and versatile experience in analytics and data science. Worked across diverse set of industries such as Banking and Retail. Demonstrated experience in stakeholder management and helping clients drive business through data-driven insights. Proven experience in building machine learning models – supervised and unsupervised learning. Seeking challenging roles to grow and prosper in data science.

SKILLS

Machine Learning Specializations: Random Forest, K-Means, XGBoost, FBProphet, Sklearn

Technical Tools: Python, SQL, PowerBI, Advanced-excel

EXPERIENCE

KPS KEPCO

2018 – Current

Data Scientist

- Developed Redemption propensity model to predict the likelihood of redemption of the customer in campaign for 4 Major provinces in China Market. **Increased the ROI** by reducing the target base of the customer by greater than 30%. Used Random Forest to build the model.
- Organized personalized campaigns by identifying shopping patterns of the customer for the various **objectives** like increase the sales, new product engagement, increase footfall, enhance customer basket by using statistical method & unsupervised learning (K –means clustering).
- Automated the process for **campaign measurement** & provided the KPI's like uplift per customer, ROI & various metrics to check for the campaign effectiveness on multiple levels.
- Performed **Ad-hoc analysis** to help client understand various underlying insights like impact of the Covid19 & quarterly sales increment for making the long-term strategic decisions.
- Developed **Anomaly Detection model** using Time series forecasting to ensure the data quality of the variables which is the input to various FRAUD models. New framework has reduced the false alerts raised compared to existing DMA by 30%. Used Prophet by FB.
- **Investigated the potential alerts** raised by the algorithm, drilled down to root cause for the most significant one's & discovered the fault & frauds in the transactions & implemented the fix.
- Implemented various **statistical technique-based rules** for maintaining the quality and integrity of data in the data flow.

EDUCATION

MCU Bhopal

2017 – 2018

Post Graduation Diploma in Web Communication

ADDITIONAL

- Won the *Best Entry Level Employee 2018* for exceptional performance in the first year.