ASHUTOSH RAY

DATA ANALYST

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PROFESSIONAL BACKGROUND

Data Analyst with 2+ years of experience in supply chain analytics as well as customer analytics while working with Mu Sigma Pvt. Ltd. Bangalore, building scalable analytical solutions for Fortune 50 Retail Clients.

CORE SKILLS

Technology
- SQL(BigQuery, Hive, Teradata)
- Python (Jupyter Notebook)
- Hadoop
- Google Cloud Platform
- Tableau
- Automic (Automation & ETL)
- Apache Airflow
- MS Excel
- GIT

Analysis
- Supply Chain Analysis
- Consumer Analytics
- Binary Classification

EDUCATION

B.Tech (Mechanical Engineering)
2015-2019
Vellore Institute of Technology, Vellore

ACCOMPLISHMENTS

Impact Award | Mu Sigma Inc. | Mar-21
For immense contribution to the team in revamping multiple processes resulting in recognition from the clients

Spot Award | Mu Sigma Inc. | Jan-21
For utilization of technical capabilities to optimize complex scoring pipelines that reduced the run time of various dependent processes

Spot Award | Mu Sigma Inc. | Jul-20
For considerable efforts in resolution of bugs at a very quick rate

WORK EXPERIENCE

MU SIGMA INC.
Intern | Jan 2019 - May 2019
Trainee Decision Scientist | June 2019 - Present

Cost to Serve | Fortune 10 Retail Corporation

Activity Based Costing | SQL(Hive), Automic
- Calculated SKU level costs incurred to deliver products to end customers in the entire grocery supply chain network using **Activity Based Costing(ABC)**
- Built logic to reallocate the Inbound logistics cost from a vendor to the distribution centre to an item level using cube adjusted weight
- Profit of $8 million was achieved by the business owners on identifying the least and most profitable items using ABC

Store Inventory Dwell | SQL(Hive), Automic
- Calculated dwell time (**Days on Hand**) for an item at multiple levels using Inventory turnover ratio for effective inventory management
- Designed scalable data pipeline to refresh the dwell time at a weekly cadence

Exception Handling & Enhancements | SQL
- Performed **Root Cause Analysis** for data related anomalies to enhance the features in production

Marketing Strategy Analysis | Largest Home Improvement Retailer

Audience Selection using Predictive Modelling | SQL(BigQuery), Python, Apache Airflow, BigQuery ML
- Scored 350+ propensity models (200 Logistic Regression and 150 XGboost) to identify the desired audience for household, emails and social media campaigns run by inhouse marketing team
- Built automated scoring routines to deliver model recommendations on a daily/weekly basis
- Impacted 120 million customers base and net benefit of $17 million in incremental revenue was achieved

Model Monitoring Dashboard | SQL(BigQuery), Python, Tableau
- Built a framework using Statistical & Business KPIs to perform health checks for 350+ propensity models
- Created a Tableau Dashboard to keep a tab on model performance & identify the models which are degraded to retrain them on latest timeframe

House Remodeler Prediction | SQL(BigQuery), BigQuery ML, Python
- Built XGboost models to identify households which are going to renovate/remodel sections of their house like kitchen space or restroom by identifying behavioral patterns in sales, browse, New Movers etc.