DEEPAK KUMAR SHARMA

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WORK EXPERIENCE

DUNN HUMBY   **GURUGRAM, INDIA**
Senior Applied Data Scientist   **2021-Present**

- **Analyzed** 1.5M user transactions over 52 weeks, uncovering **insights** that **optimized coupon relevance** through A/B testing, doubling app engagement time, and boosting customer loyalty by 10%. Partnered with retail and CPG clients to enhance engagement strategies
- **Led** loyalty analytics projects, delivering data-driven recommendations that increased engagement by 12%. **Extracted** loyalty metrics using **SQL** to analyze customer cohorts and retention patterns
- **Managed** customer coupon mailing programs and insights generation, driving a 15% reduction in coupon costs and higher **engagement** through strategic A/B testing
- **Implemented RFM strategy** for Baby Products, increasing category penetration by 5%. Applied this approach to **CPG** products, improving recommendations and customer interactions
- **Built and validated** an **RNN model** for **customer acquisition** in baby products in **PySpark**, achieving 12% participation and a 7% redemption rate among loyal customers
- **Developed and optimized Power BI** dashboards for campaign **KPIs**, introducing 10+ new features and cutting operational time by 15%. Owned the Loyalty BI Reporting Suite, ensuring KPI accuracy and timely insights
- **Created** an algorithm using Python and PySpark to identify products with extended purchase cycles, increasing coupon redemption by 2%. Applied this approach to both retail and CPG products to refine marketing efforts
- **Assessed** coupon campaign effectiveness using ANCOVA methodology, calculating incremental sales. **Analyzed** pre- and post-campaign sales with **SQL** to measure promotional impact in retail and CPG sectors
- Working in GCP Cloud.

DELOITTE, USI   **HYDERABAD, INDIA**
Data Scientist   **2018-2021**

- **Developed a customer segmentation model** to define **marketing strategy** for credit cards using K-Means clustering on 9000 credit card holders
- **Performed binary classification for a bank (financial data) with highly unbalanced data** performing bothunder and oversampling techniques. Achieved ROC score in upper brackets of 0.8. Used Machine learning Models like Logistic Regression, Random Forest, Naïve Bayes to obtain the outcome.
- **Engaged directly with business users** to construct 50+ QA reports using Power BI, analyzing, evaluating, and endorsing applications on behalf of QA

Leadership Experience

DUNN HUMBY   **GURUGRAM, INDIA**
Senior Applied Data Scientist   **2021-Present**

- **Led GDPR policy implementation within the team**, reducing data storage by 30%. Guided team members on data privacy practices relevant to retail and CPG data management
- **Led** strategic execution of **loyalty programs**, optimizing rewards and boosting **redemption** by 15% and retention by 10%. **Managed and mentored analysts,** overseeing **performance, training, and project workflows**.
- **Streamlined loyalty analytics** by automating retailer communication on **campaign performance**, reducing **reporting effort** by 20% and enabling faster personalization of offers

- **Collaborated with data engineering team** and built a customer repository data structure from scratch, which includes customer journey from coupon allocation to redemption and stored in a repository for future insights

EDUCATION

ARMY INSTITUTE OF TECHNOLOGY   **PUNE, INDIA**

Bachelor of Engineering, Information Technology   **2014-2018**
- Organizations/Awards: Recipient of PMSS Scholarship(top10%), AGIF Scholarship (top 1%) for all four years

AREAS OF EXPERTISE

- **Technical Skills:** MS-Excel, Google Sheets/Slides, Statistics, Deep Learning, TensorFlow, Hypothesis testing, ANCOVA, Power BI, Data Manipulation, Regression, NLP,T-test, Python, SQL, PySpark, GCP, Programming skills, Clustering, Optimization, Classification, Root Cause Analysis, Git
- **Functional Skills**: Project Management, Stakeholder Management, Story Telling, Data Visualization, Team Leadership and Mentorship, Customer Loyalty, Customer acquisition
- **Certificates**: Data Scientist Track, Data Camp, Problem Solver Hackerrank