ANUJ SHARMA

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EDUCATION

BE in Civil Engineering, Birla Institute of Technology Mesra, Ranchi		First Class	**2014**
All India Engineering Entrance Examination (99[th]Percentile/ 1,000,000+ Candidates)		State Rank-25	**2010**

PROFESSIONAL EXPERIENCE

UNITEDHEALTH GROUP (UHG) - (Optum Global Solutions)   Mar 2016- till date

-For-profit managed health care company based out of US|270,000 employees |US$ 201 billion revenue in FY 2017

Leading the transformation of contact strategy for *'Advocate for Me'* (*A4Me*), an inbound call marketing program for Medicare & Retiree LOB of UHG worth US$ 3 billion impacting 5 million members; **Led multiple teams** of 2-8 for 5+ Blue Chip initiatives

- Worked on 20+ machine learning projects leveraging, **Python, PySpark, Hive, R** and applied cutting edge algorithms to drive data driven decisions. Complete ownership of predictive modeling lifecycle- from requirement gathering to model monitoring.
- **Stakeholder Management:** Responsible for regular communication & collaboration with senior leadership to present team deliverables   pitching new project ideas & POCs
- **Promotions**: Awarded 2 fast-tracked promotions and consistently rated as the **highest performer** (5/5) for 2 Years
- Received "Star Performer Award" the **highest award** in individual category along with **11** performance-based awards- FY 17-18
- **Winner**-Optum Data Hack, an International Machine Learning (ML) competition in UHG with 40 + teams by building the most accurate Server failure prediction model

Data Scientist (Lead Business Analyst)   Sep 2018- till date

Responsible for leading key strategic initiatives for Real Time Offer **(RTO)** - Strategic, an in-house, real-time, hyper-personalized inbound call customer engagement framework.

- Co-led the formulation of framework & execution strategy for 5 major & 20+ sub projects worth **US$ 2 million**
- Generated segmented behavior profiles of 5 million customers through cluster analysis, leveraging PySpark & K-Means
- Reduced TAT by 4 days **(-80%)** & enabled rapid scoring of 25+ behavior prediction models by optimizing existing risk model scoring framework in a **team of 3. Leveraged Hive, PySpark, and Python**
- Researched, designed and developed a new Basel II guidelines based model monitoring framework, enabling revaluation, and rebuilding of 8 non performing predictive models out of 25, using Hive & Tableau

Senior Business Analyst-L2   Sep 2017- Aug 2018

Responsible for leading and transforming the existing statistical modeling framework leveraging ML & Big Data for 3 Blue Chip projects

- **Ideated and designed** execution framework of RTO to transform contact strategy of *A4Me*
- **Built and led a team of 8** to deliver 25 ML models in 2 months reducing model delivery time by 66%.
    - Led the transformation of predictive modeling processes from **SAS to Big Data platforms**
    - Explored 12 new data sources, increasing the initial predictors from 1,200 to 17,000+ **(+1400%).**
    - **Designed & developed** scalable processes for data preparation, modeling, scoring & performance monitoring
- Led the development of modeling, scoring and implementation framework for RTO **saving US$ 3 million** a month; helped drive revenue worth **US$ 4.5 million/year** for Optum in terms of FTE and Big data billing.
- **Coached** & mentored ~6 joiners in A4Me offshore team, ensuring smooth transition from campus to corporate culture

Senior Business Analyst –L1   Mar 2016- Aug 2017

- Responsible for leading a team of 3 to create clusters for 2 million customers in a Big Data PoC; helped **secure funding** worth US$ 5 million
- **Collaborated** with Marketing Director of a US$2 billion inbound marketing program; identified marketing optimization opportunities for 4 million members, leading to 3 Projects & 2 POCs worth US$ 700,000
- Forecasted the number of leads generated from two key campaigns in the first two weeks of a crucial Marketing time window(AEP-'16), with 95% accuracy using **ARIMAX models**, thus helping in setting goals for 20K field agents

Analyst - *Marketing Analytics,* ABSOLUTDATA   Jun 2014- Mar 2016

-A privately held analytics consulting organization that employs 400+ people |FY 2017 US$ 27 million revenue

Formulated data-driven strategies to identify growth opportunities and developed analytics products for 3 global FMCG clients

- Formulated **marketing mix strategies** for a Chinese Biscuits brand (Fortune 100 FMCG client) resulting in **6% increase** in sales & **15% reduction** in marketing cost; developed predictive models to forecast monthly sales for 8 brands (US$ 240 million)
- Ideated & built a **VBA** based Sales Driver Simulator for a European CPG client; generated US$1.5 MM revenue for Absolutdata.
- **Fast-tracked Promotions**: Awarded promotion within 18 months, against the company average of 24 months
- Awarded "**Values Award**" (1 out of 60), for upholding org. values: "Customer Focus, Integrity, Passion, Respect & Ownership"

SKILLS

- **Marketing & CRM Analytics**-Uplift analysis, Marketing Test Designing, Marketing Mix Modeling, Bayesian analysis
- **Techniques & Tools**-Linear & Logistic Regression, RF, SVM, SGD **|** Python, R, PySpark, SAS, SQL, Adv. Excel & VBA

AWARDS AND EXTRA-CURRICULAR ACTIVITIES

- Member of U-Sports, an in-house sports club of UHG; **Built & led** the corporate badminton team in 3 corporate tournaments
- **Founded** 'Absolutdata Shuttlers Club' & organized Absolutdata's 1st Badminton Championship (50+participants) in 2014
- **Led a team of 10** to represent the University in National East Zone Inter University Badminton tournament 2013 as **Captain** of the University Badminton Team; received multiple medal positions in corporate and university tournaments