

Avinash Laddha

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EXPERIENCE

MoneyView (Fintech NBFC)

Analyst

Bengaluru

July 2019 - present

- o Designed and implemented databases, reports, and data input interfaces using SQL and Python for cost reporting and reduced time spent to infer insights from data to develop marketing strategies.
- o Designed and simplified performance tracking and automated mail report for marketing campaigns to improve ROI and save 40 man-hours per month.
- o Scraped 6M reviews from playstore and used NLP to drive insights and address customers grievances.
- o Incorporated predictive analytics models using supervised and unsupervised machine learning for forecasting and optimizations.
- o Built user research reports for internal decision making and company's PR published on masthead in Times of India.

InMobi

Product Analyst Intern

Bengaluru

Jan 2019 - June 2019

- o Liaised with Data Science and engineering teams to optimize InMobi's biggest revenue generating platform resulting in uplift in revenue. Close to \$ 150k projected revenue boost from the exercise.
- o Analyzed and recommended improvements in Fraud Defense (SaaS anti-fraud tool) to improve user experience and usability through user feedback collection and more frequent iteration to customer needs.

Indian Institute of Management-Ahmedabad

Research Assistant

Ahmedabad

May 2018 - Nov 2018

- o Analysed financial data of top 500 companies with cumulative market cap exceeding \$ 2 Trillion in R and SAS.
- o The results of the study are expected to have several important contributions for the surveillance arm of the Exchanges, liquidity providers and value investors.

Aditya Birla Group

Summer Intern

May 2016 - July 2016

- o Studied the process control and working of the largest cement producing unit of Ultratech Cement.
- o Assisted process engineering team in reducing heat losses and increase fuel efficiency.

PROJECTS

Data backed referral model

Ongoing

- o Developing a novel data backed referral model to come up with optimal referral bonus.

Customer conversion prediction using supervised learning

Nov 2019 - Dec 2019

- o Built a predictive supervised machine learning model to predict if a user installing the app will result in conversion.

Impact assessment for VSM. (NGO focused on vocational training and education)

Aug 2018 - Sept 2018

- o Pro bono consulting project for VSM to help them get an insight into their program implementation and evaluation strategies.

Process improvement for local Feni producing units in Goa.

Jan 2018 - May 2018

- o Carried out experiments to standardize the methods and work out a procedure to improve the output for small-scale Feni producing industries in Goa, funded by DST Goa. ([Times Of India coverage](#))

Prototype for glucose estimation using immobilized Glucose Oxidase.

Aug 2017 - Dec 2017

- o Worked on a prototype (patent-pending) to improve accuracy of glucose estimation by implementing immobilization of enzyme which can enable superior estimation of body glucose as compared to existing methods.

TECHNICAL PROFICIENCY

Data Analytics : Python, Excel, MySQL, R and SAS.

Coursework : Data Scientist with Python - a 26 courses specialization (Datacamp), Machine Learning Scientist - a 23 courses specialization (Datacamp), Machine Learning by Stanford University (Coursera)

ACHIEVEMENTS / POSITIONS OF RESPONSIBILITY

- o **First position** at Green Campus contest at BITS Goa and Samadhan at BITS Pilani.
- o **Course Instructor** for Introduction to finance and trading, Center for Technical Education.
- o Finances Head of organizing team of [Hult Prize](#) at BITS Goa, sponsored by Hult International Business School (USA).
- o Core Member of Arts and Deco Dept. and Dept. of Creative Works: Designed and executed events for three of the biggest college fests in the country with cumulative footfall exceeding 50,000.

EDUCATION

BITS Pilani University

B.E(Hons.) Chemical + M.Sc(Hons.) Chemistry

2014-2019