SHIVANG GUPTA

Sr. BI Engineer - Strategy and Corporate Development | Advance Analytics

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EXPERIENCE

Noon - Market leader and fastest growing multi billion dollar e-commerce in MENA region.

Sr. BI Engineer - Strategy and Corporate Development (CEO Office)

📅 June 2019 – Ongoing   📍 Dubai, UAE

- Owning the design and reporting of 100+ business efficiency , growth metrics working with CXO and Strategy & Planning, Finance ,M&A and PMO team(s).
- **Assortment Intelligence** - leading the brand completeness and selection design which improved our assortment index by 35% and coverage to 96%.
- Designing & Driving PC1 governance and RCA framework which helped in building a sustainable revenue model and **increasing the PC1 by 700+ bps MoM at group level for Q4'19 and Q1'20**.
- Leading the BI division for **the region's biggest sale** - YF'19. We build live streaming KPI dashboards and alert system for over 30+ major KPIs across all 3 regions.
- Leading the data modeling and consulting the strategies for the **loyalty program, daily(grocery & essentials), strategic-partnership review program and recommerce business.**

BI Engineer - Pricing and Commercial

📅 April 2018 – May 2019   📍 Gurgaon, India

- Led the pricing function - Competitive pricing and analytics team of 4 BA(s) and DA(s)
- *Improved Mapping coverage by 120% and competitive pricing position from 42% to 95% over the SKUs gaining 90% of the glance views, in 4 months.*
- Built pricing strategy during Ramadan and Yellow Friday, resulting in revenue to hit *2.5x then the BAU*.
- Built an outlier detection model for price correction QC framework, to check *2.5 Mn+ catalog every hour, reducing the pricing error to <2%.*
- Solely built BI processes focusing on the **performance tracking and breach analysis for all major business and cross functional team(s) by designing and developing 25+ Live dashboards and 40+ automation processes in the first 6 months.'**
- Built forecasting model for the inventory coverage and replenishment.

ZS Associates

Software Development Engineer

📅 May 2016 – April 2018   📍 Pune, India

- **REVO Analytics** is ZS's end-to-end analytics solution built on Amazon web services (AWS), Cloud and Big data technologies that integrate with ZS knowledge assets along with the ability to apply ML algorithms.
- **Javelin Field Hub** - Single stop point for javelin incentive compensation suite of software(s) for reps.
- **Outsystem Widget Team** - built low code enterprise solutions for IC function.

Nutrinashta

Co-Founder (Product & Platform)

📅 Sept 2015 – March 2016   📍 Gurgaon & Jaipur, India

- Nutrinashta focused on developing an entire range of healthy packed food. We reached to **300 orders/day with a net margin ∼48% monthly.**
- Built an e-commerce platform with OMS, LMS and Stock management system with a team of 2.

PRACTICE

Data driven strategy development

Agile Framework- JIRA and ASANA

Framework/Process Design and development

Descriptive and Predictive Analysis

Product Mindset and First Principle Thinking

STRENGTHS

Statistical Modelling

Machine Learning

Data mining and visualization

Exploratory Data Analysis   Excel

Python, R , SQL, Javascript and JS Libraries

numpy, pandas, SciPy, matplotlib, statsmodels

Power BI and Google Data Studio

GCP and AWS

Airflow and Jenkins

BigQuery, colab, Jupyter Notebook

EDUCATION

B.Tech in Computer Science Engineering
LNM IIT (CGPA - 8.15/10)

📅 June 2012 – June 2016

High School Graduate
St. Anslems (92.6%)

📅 2012

Middle School Graduate
St. Anslems (CPI - 10/10)

📅 2012

HONOR

Change Maker - Yellow Friday
Noon.com (Bandido of the day)

📅 2018

QUEST Innovation Challenge
ZS Associates (Mentor)

📅 2017

QUEST Innovation Challenge
ZS Associates (Winner)

📅 2016