

Deepak Gupta *Data Analyst*

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📄 PROFILE

An Initiator with strong analytical skills, with 2+ years of experience in BFSI industries, passionate about solving complex business problems. Proficient in performing advanced analytics and deploying statistical modelling algorithms/techniques for identifying patterns and extracting valuable insights. Outgoing and detail-oriented, proficient at building and maintaining professional relationships.

🧠 SKILLS

Statistics/ML: Linear/Logistic Regression, Ridge Regression, Lasso Regression, Decision Trees, Random Forests, AdaBoost, Gradient Boost, XGBoost, Light GBM and NLP.



Python, SAS and Proc SQL



🔑 KEY SKILLS

Data Analysis

Machine Learning

Predictive Modelling & Analytics

Natural Language Processing

Advisor Analytics

Teamwork & collaboration

🎓 EDUCATION

2015 – 2019
Noida, India

Bachelor of Technology, Jaypee Institute of Information Technology
Computer Science Engineering

💼 PROFESSIONAL EXPERIENCE

08/2019 – present

Data Analyst, Ameriprise Financial

Roles and Responsibility:

- Liaising with the US stakeholders to support on the identified opportunities in Advisor area and hence driving business solutions
- Working on ad-hoc analysis and interpreting the results to the business partners
- Using machine learning and Statistical techniques to work upon business use cases and collaborating with onshore stakeholders to derive the business direction and take their inputs
- Solely responsible for multiple monthly, quarterly and annual BAUs
- Managing on-boarding of new joiners by giving them technical as well as business understanding and mentoring the junior team members

06/2018 – 08/2018

Data Analyst, Aam Aadmi Party

Worked under the RESEARCH AND DEVELOPMENT CELL of the organization. Our department worked on various methodologies to find sustainable ways of formulating better policies. My primary role was to generate insights from the data to help policy team in making better decisions using geo-spatial analysis

📁 PROJECTS

Project 1: AAC Uplift Model, Tech Stack: SAS, Python, Jupyter Notebook

Developed machine learning model to optimize the contact between calling-based advisors and their clients. The main object of the project was to prioritize the clients who generate more \$GDC (Gross Dealer Concession) value for the advisors once they get contacted by advisors. For these two models were built, one for contacted clients and one for non-contacted clients to find the incremented \$GDC (Contacted GDC – Non Contacted GDC) value for each client.

Techniques: Light GBM and XGBoost

Project 2: Foundational Advice Measurement, Tech Stack: SAS

Created a measurement program to track the benefits of foundational advice program using various metrics of groups/clients like GDC, Inflow, Outflow and NetFlow. For this, look alike of tested groups (groups who have received FA) were found in control groups (groups who have not received FA) and their pre and post FA performance was evaluated.

Technique: GMatch

Project 3: Retirement Goals Extraction from Client & Advisor CRM Communication, *Tech Stack: Python, NLP, Jupyter Notebook*

Worked on building and deploying a NLP model for interpreting and classifying the major context from CRM communication. Our final model uncovered the client retirement goals, buried deep in CRM and served them up through Advice Insights tool. Also, leveraged the financial planning system which met the financial needs of our clients.

Technique: TF-IDF, BERT, Light GBM and XGBoost



CERTIFICATES

SAS Certified Base Programmer for SAS9 (*Certificate No : SBARM003989v9*)

SAS Certified Statistical Business Analyst Using SAS 9 : Regression and Modelling (*Certificate No : BP073084v9*)



AWARDS

Received 'Gold Award' in Feb'20 for "Retirement Goals Extraction from Client & Advisor CRM Communication"

Scored 97% in Base SAS Certification [🔗](#)

Scored 85% in Statistical Business Analyst Certification [🔗](#)



INTERESTS

Traveling, Music & Gaming