DEEPANSHU GOYAL (CSM,CSPO,CSP)

SENIOR PRODUCT ASSOCIATE AT MCKINSEY & COMPANY

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https://github.com/deepanshu-goyal/

https://public.tableau.com/profile/deepanshu.goyal#!/

EXECUTIVE PROFILE

- **B.Tech** in Information Technology with **12 years** of experience in **building & managing digital products**
- In Mckinsey, primarily responsible for managing **firm global HR system and HR reporting platform**
- Undergoing **Masters Program in Business Analytics** from **ISB** and up-skilling in :
  - Mathematics - Linear Algebra, Multivariate Calculus
  - Statistics - Descriptive & Inferential statistics, Hypothesis testing, ANOVA
  - Optimization Techniques: Linear & Non Linear Programming
  - AI/ML - Supervised,Unsupervised & Deep Learning
  - Big Data Management - Hadoop & Spark

WORK EXPERIENCE

Graduated in 2008

Aug 2008 - Aug 2010
Software Developer at Computer Sciences Corporation (CSC) Noida

Oct 2010 - Oct 2014
Digital Product Manager at Mind Tree Eduvation (P) Ltd. Chandigarh

Nov 2014 - Apr 2015
Scrum Master at Accretive Health Noida

May 2015 - Till Date
Senior Product Associate at Mckinsey & Company Gurugram

ACADEMIC BACKGROUND

PUNJAB ENGINEERING COLLEGE, CHANDIGARH

B.Tech. in Information & Technology (2004-2008)

MICA, AHMADABAD

Post-Graduate Certificate in Business Management (2016- 2017)

ISB, HYDERABAD

AMPBA - Advanced Management Program in Business Analytics (July 2019 - November 2020)

SKILLS

Python | Linear Algebra | Spark | Tableau | R | Statistics | Product Management | Text Analytics | Web Scraping | AI/ML Algorithms | Optimisation

ACHIEVEMENTS

- Among top 100 candidates selected for International Antarctica Expedition in 2017 which is featured in BBC, Huffington Post, Times of India & HT
- TEDx Speaker at GGDSD College Chandigarh

Date of Birth: 11th October 1986
Languages Known: English & Hindi
Address: A 503, Medinova Towers, Sector-56, Gurugram-122011, Haryana

USE CASES (INDIVIDUAL PROJECTS)

SENTIMENT ANALYSIS / TEXT ANALYTICS

Business Problem: Knowing strong & weak features of Kia Seltos & its competitors can increase sales & improve features of upcoming Kia SUV models

Tools & Techniques:

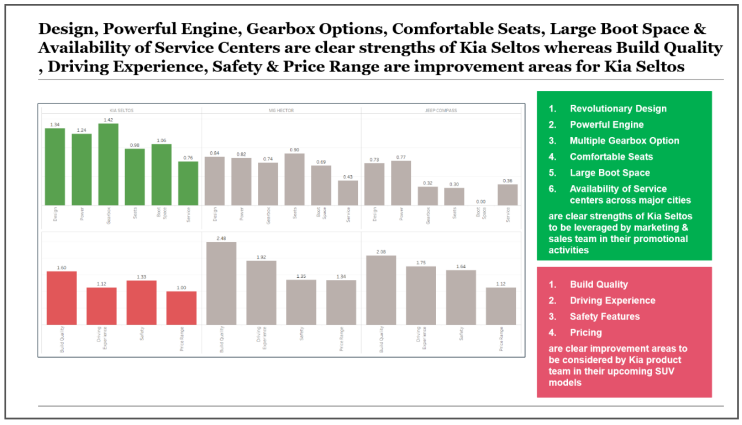
- Data Collection: Web Scraping using Selenium
- Topic Modelling: UDPipe, LDA (Latent Dirichlet Allocation)
- Sentiment Scoring: Dictionary based sentiment scoring (BING, AFINN, NRC, QDAP & Valence Shifters)
- Tableau - Visualization
- Pyhton & R for Data Analysis

Resources

Code

Dataset

Presentation



LINER REGRESSION / HOUSE PRICE PREDICTION - KAGGLE COMPETITION

Business Problem: Predict sales price of residential homes in Ames, Iowa

Tools & Techniques:

- Linear Regression: OLS Method
- EDA & Modelling: Pyhton & R

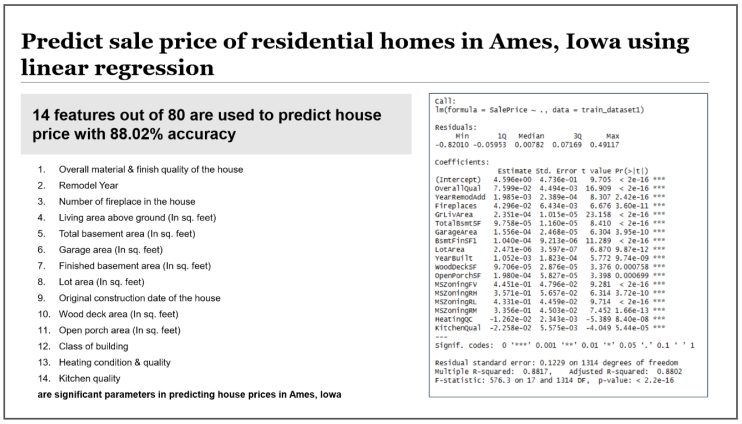
RMSLE - 0.14618

Resources

Code

Dataset

Presentation



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