

DEEPANSHU GOYAL (CSM, CSPO, CSP)

SENIOR PRODUCT ASSOCIATE AT MCKINSEY & COMPANY

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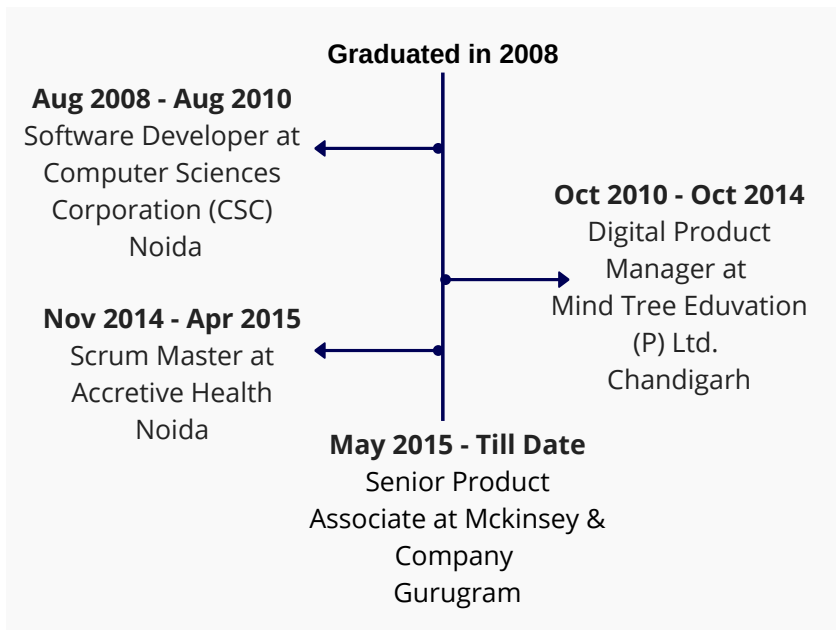
🐙 <https://github.com/deepanshu-goyal/>

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

EXECUTIVE PROFILE

- 12+ years of experience in building & managing user centric digital products, love to take data driven decisions and solve business problems
- In Mckinsey, primarily responsible for managing firm global HR system and HR reporting platform
- Currently undergoing Advanced Management Program in Business Analytics (AMPBA) from ISB

WORK EXPERIENCE



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



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

- AI/ML ALGORITHMS
- MATHEMATICS FOR AI/ML
- STATISTICS
- TABLEAU
- BIG DATA - HADOOP & SPARK
- PYTHON
- TEXT ANALYTICS
- WEB SCRAPING
- DIGITAL MARKETING
- SENSOR APPROACH TO PRODUCT DEVELOPMENT
- AGILE FRAMEWORK - SCRUM & KANBAN

Date of Birth: 11th October 1986

Languages Known: English & Hindi

Address: A 503, Medinova Towers, Sector-56, Gurugram-122011, Haryana

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:

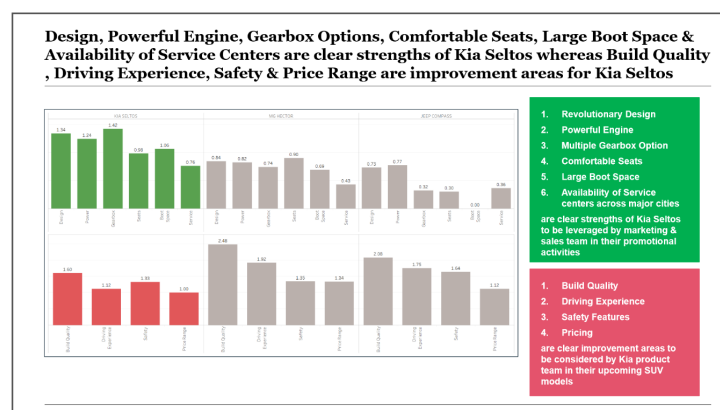
- Data Collection: Web Scrapping using Selenium
- Topic Modelling: UDAPE, LDA (Latent Dirichlet Allocation)
- Sentiment Scoring: Dictionary based sentiment scoring (BING, AFINN, NRC, QDAP & Valence Shifters)
- Tableau - Visualization
- Python & R for Data Analysis

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: Python & R

RMSLE - 0.14618

Resources

[Code](#)

[Dataset](#)

[Presentation](#)

Predict sale price of residential homes in Ames, Iowa using linear regression

14 features out of 80 are used to predict house price with 88.02% accuracy

1. Overall material & finish quality of the house
2. Remodel Year
3. Number of fireplace in the house
4. Living area above ground (In sq. feet)
5. Total basement area (In sq. feet)
6. Garage area (In sq. feet)
7. Finished basement area (In sq. feet)
8. Lot area (In sq. feet)
9. Original construction date of the house
10. Wood deck area (In sq. feet)
11. Open porch area (In sq. feet)
12. Class of building
13. Heating condition & quality
14. Kitchen quality

are significant parameters in predicting house prices in Ames, Iowa

```
call:
lm(formula = SalePrice ~ ., data = train_dataset)

Residuals:
    Min       1Q   median       3Q      Max
-0.82010 -0.05953  0.00782  0.07169  0.49117

Coefficients:
(Intercept)  4.596e+00  4.786e-01  9.705 < 2e-16 ***
OverallQual  7.399e-02  4.884e-03  16.909 < 2e-16 ***
YearRemodAd  1.985e-03  2.389e-04  8.207 < 2e-16 ***
Fireplaces   4.295e-02  6.434e-03  6.676 < 2e-16 ***
GrLivArea    2.353e-04  1.913e-05  23.156 < 2e-16 ***
TotFlnsrGr  9.738e-05  1.160e-05  8.410 < 2e-16 ***
GarageArea   1.556e-04  2.468e-05  6.304 < 2e-16 ***
BsmtFinSF1   1.040e-04  9.213e-06  11.289 < 2e-16 ***
LotArea      2.471e-06  3.307e-07  6.870 < 2e-16 ***
YearBuilt    1.052e-03  1.823e-04  5.772 < 2e-16 ***
WoodDeckSqr  9.706e-05  2.876e-05  3.376 < 0.000738 ***
OpenPorchSqr 1.980e-04  5.827e-05  3.398 < 0.000699 ***
HvzGrngLiv   4.612e-01  4.936e-02  9.281 < 2e-16 ***
HvzGrngFm   3.174e-01  5.657e-02  6.314 < 2e-16 ***
HvzGrngFm   3.156e-01  4.503e-02  7.452 < 2e-16 ***
HeatRtg     -1.262e-02  2.343e-03  -5.189 < 4e-08 ***
KitchenQual  -2.258e-02  5.575e-03  -4.049 < 5e-05 ***

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Signif. codes:  0 '***' 0.001 '**' 0.01 '*' 0.05 '.' 0.1 ' ' 1

Residual standard error: 0.1229 on 1314 degrees of freedom
Multiple R-squared:  0.8817, Adjusted R-squared:  0.8802
F-statistic: 376.3 on 17 and 1314 Df, p-value: < 2e-16
```