

# DEEPANSHU GOYAL (CSM, CSPO, CSP)

SENIOR PRODUCT ASSOCIATE AT MCKINSEY & COMPANY

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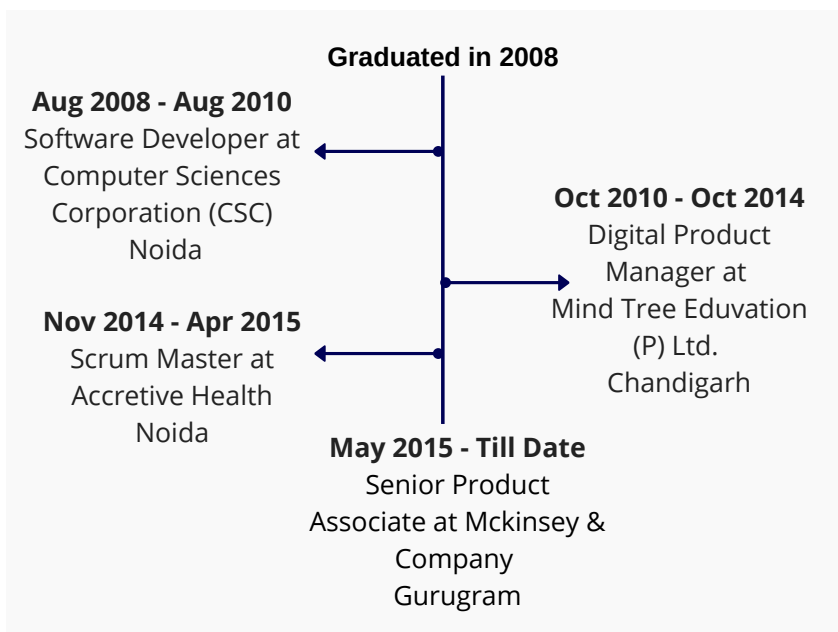
🐙 <https://github.com/deepanshu-goyal/>

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

## EXECUTIVE PROFILE

- 12+ years of experience in building & managing user centric & intelligent digital products. Love to take data driven decisions and solve business problems
- In Mckinsey, primarily responsible for managing firm global HR system and HR Analytics platform
- Currently undergoing 18 Months Executive Program in Business Analytics, Data Science, AI & ML from ISB to be completed in December 2020

## 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
- Leading Scrum Alliance Chandigarh Chapter since 2014



## 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  
- December 2020)

## SKILLS

- **AI/ML ALGORITHMS**
- **MATHEMATICS FOR AI/ML**
- **STATISTICS**
- **BIG DATA - HADOOP & SPARK**
- **PYTHON & R**
- **TABLEAU**
- **TEXT ANALYTICS**
- **WEB SCRAPING**
- **DIGITAL MARKETING**
- **SENSOR BASED THINKING 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:

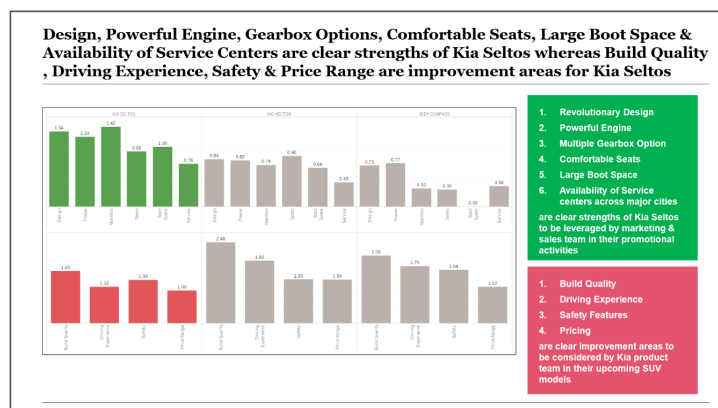
- Data Collection: Web Scrapping using Selenium
- Topic Modelling: UDAPE, LDA (Latent Dirichlet Allocation)
- Sentiment Scoring: Dictionary based sentiment scoring (BING, AFINN, NRC, QDAP & Valence Shifters)
- Tableau - Visualization
- Python & R for Data Analysis

### 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   4.296e-02  6.434e-03  6.676 3.60e-11 ***
GrLivArea    2.353e-04  1.913e-05  23.156 < 2e-16 ***
TotFlnsrSqr  9.738e-05  1.160e-05  8.410 < 2e-16 ***
GarageArea   1.556e-04  2.468e-05  6.304 3.95e-10 ***
BsmtFinSF1   1.040e-04  9.213e-06  11.289 < 2e-16 ***
LotArea      2.471e-06  3.307e-07  6.870 8.85e-12 ***
YearBuilt    1.052e-03  1.823e-04  5.772 9.74e-09 ***
WoodDeckSqr  9.706e-05  2.876e-05  3.376 0.000738 ***
OpenPorchSqr 1.980e-04  5.827e-05  3.398 0.000899 ***
HvzCntrngLiv  4.612e-01  4.936e-02  9.281 < 2e-16 ***
HvzCntrngWd  3.174e-01  5.657e-02  6.314 3.72e-10 ***
HvzCntrngHgt 4.312e-01  4.193e-02  9.714 < 2e-16 ***
HvzCntrngMn  3.156e-01  4.503e-02  7.452 1.66e-11 ***
HeatRtg     -1.262e-02  2.343e-03  -5.189 8.40e-08 ***
KitchenQual  -2.258e-02  5.575e-03  -4.049 5.44e-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: < 2.2e-16
```