DEEPANSHU GOYAL (CSM,CSPO,CSP)

SENIOR PRODUCT ASSOCIATE AT MCKINSEY & COMPANY

99 88 000 881 deepanshu.goyal@gmail.com

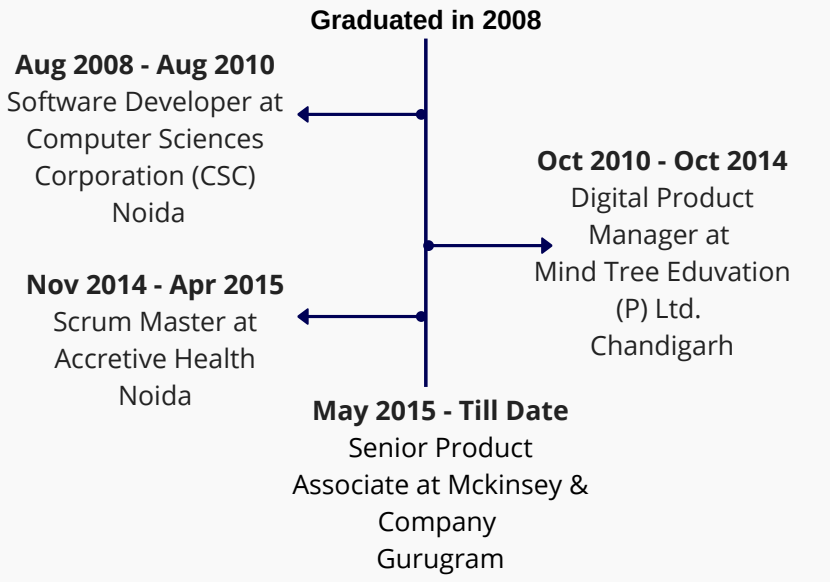
https://github.com/deepanshu-goyal/

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:

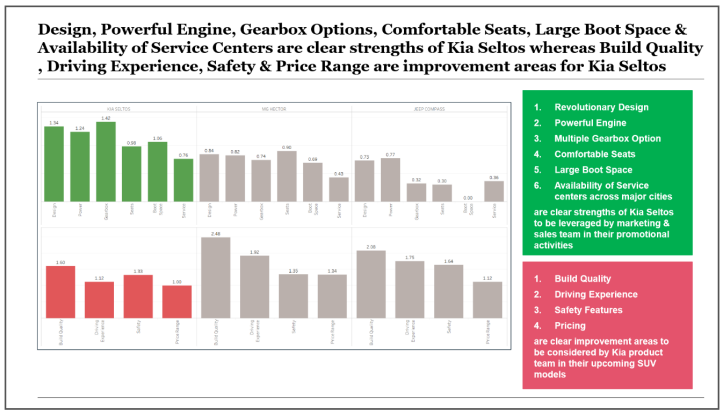
- Data Collection: Web Scraping using Selenium
- Topic Modelling: UDPipe, LDA (Latent Dirichlet Allocation)
- Sentiment Scoring: Dictionary based sentiment scoring (BING, AFINN, NRC, QDAP & Valence Shifters)
- Tableau - Visualization
- Python & R for Data Analysis

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

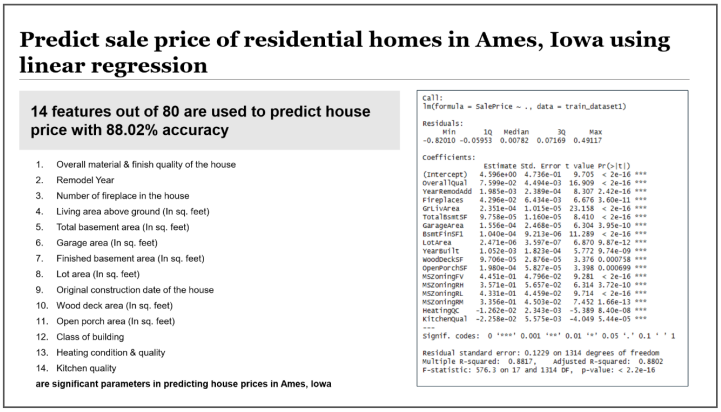
RMSLE - 0.14618

Resources

Code

Dataset

Presentation



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