

DEEPANSHU GOYAL (CSM, CSPO, CSP)

SENIOR PRODUCT ASSOCIATE AT MCKINSEY & COMPANY

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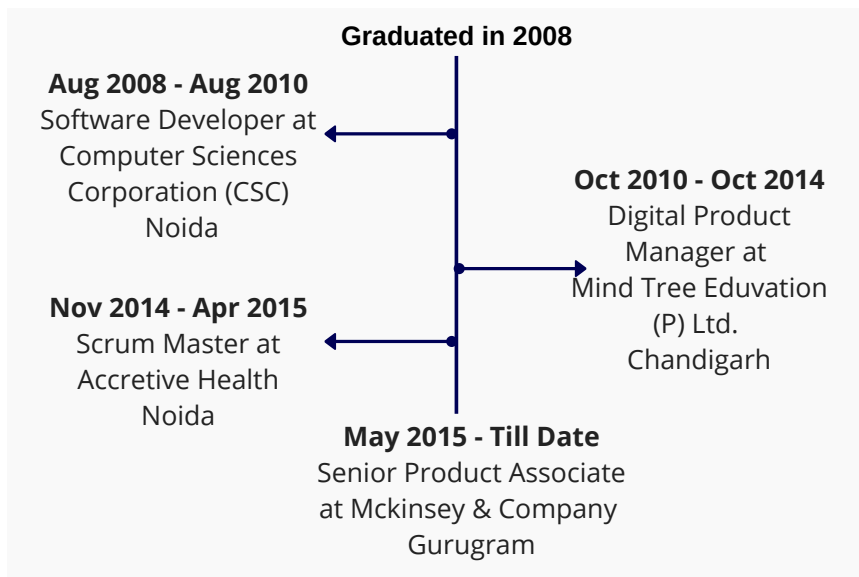
🐙 <https://github.com/deepanshu-goyal/>

📊 <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



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: 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)

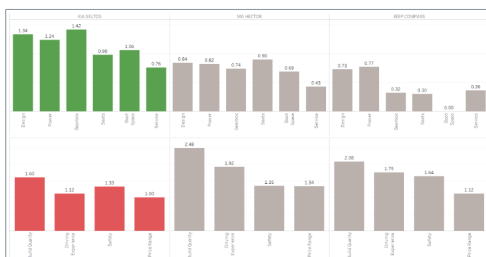
Residuals:
    min       1Q   median       3Q      max
-0.82010 -0.05953  0.00782  0.07169  0.49117

Coefficients:
(Intercept)  4.596e+05  4.756e-01  9.705 < 2e-16 ***
OverallQual  7.599e-02  4.494e-03  16.909 < 2e-16 ***
YearRemodAd  1.985e-03  2.399e-04  8.307 < 2e-16 ***
Fireplaces   4.296e-02  6.434e-03  6.676 < 2e-16 ***
GrLivArea    2.331e-04  1.031e-05  23.158 < 2e-16 ***
TotBasesSF   9.758e-05  1.160e-05  8.410 < 2e-16 ***
GarageArea   1.556e-04  2.456e-05  6.304 < 2e-16 ***
BsmtFinSF1   1.049e-04  9.213e-06  11.289 < 2e-16 ***
LotArea      2.471e-06  2.557e-07  6.870 < 2e-16 ***
YearBuilt    1.052e-03  1.823e-04  5.772 < 2e-16 ***
WoodDeckSF   9.799e-05  2.876e-05  3.276 < 0.000758 ***
OpenPorchSF  1.980e-04  5.827e-05  3.398 < 0.000699 ***
HsZoningGrv  4.431e-01  4.796e-02  9.281 < 2e-16 ***
HsZoningMid  3.571e-01  5.677e-02  6.314 < 2e-16 ***
HsZoningUpl  4.311e-01  4.459e-02  9.714 < 2e-16 ***
HsZoningLw  3.356e-01  4.503e-02  7.432 < 2e-16 ***
HeatingQC    -2.262e-02  2.343e-03  -5.389 < 2e-16 ***
KitchenQual  -2.238e-02  5.571e-03  -4.049 < 2e-16 ***

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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: 576.3 on 17 and 1314 DF, p-value: < 2.2e-16
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Design, Powerful Engine, Gearbox Options, Comfortable Seats, Large Boot Space & Availability of Service Centers are clear strengths of Kia Seltos whereas Build Quality, Driving Experience, Safety & Price Range are improvement areas for Kia Seltos



1. Revolutionary Design
2. Powerful Engine
3. Multiple Gearbox Option
4. Comfortable Seats
5. Large Boot Space
6. Availability of Service centers across major cities

are clear strengths of Kia Seltos to be leveraged by marketing & sales team in their promotional activities

1. Build Quality
2. Driving Experience
3. Safety Features
4. Pricing

are clear improvement areas to be considered by Kia product team in their upcoming SUV models