

DEEPANSHU GOYAL (CSM, CSPO, CSP)

PRODUCT MANAGER AT MCKINSEY & COMPANY

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

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

🌐 www.deepanshugoyal.com

EXECUTIVE PROFILE

I am pursuing Advanced Management Program in Business Analytics from ISB. My interest lies broadly in the area of traditional Machine Learning or Deep Learning use cases.

At McKinsey, I am working in the HR domain with a focus on digital transformation and automation of HR practices within the firm.

Prior to joining McKinsey, I have deep experience in managing end to end life cycle of a digital product both in B2C and B2B segment.

Beside work, I love to spend time with my friends & family, I am a voracious reader and keep learning new things. My curiosity led him to undertake an expedition to Antarctica with Sir Robert Swan, OBE (first person in the history to walk to both the poles) on climate change.

WORK EXPERIENCE

May 2015 - Till Date
Product Manager at
Mckinsey & Company
Gurugram

Nov 2014 - Apr 2015
Scrum Master at
Accretive Health
Noida

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

Graduated in 2008



ACADEMIC BACKGROUND

ISB, HYDERABAD

AMPBA - Advanced Management Program in Business Analytics (July 2019 - July 2021)

MICA, AHMADABAD

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

PUNJAB ENGINEERING COLLEGE, CHANDIGARH

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

SKILLS

- PRODUCT LIFECYCLE MANAGEMENT
- TRADITIONAL MACHINE LEARNING
- DEEP LEARNING & NEURAL NETWORKS
- BIGDATA MANAGEMENT
- STATISTICS
- PYTHON & R
- TABLEAU
- DIGITAL MARKETING & MARKETING ANALYTICS
- TIME SERIES ANALYSIS
- AGILE & SCRUM FRAMEWORK

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

Date of Birth: 11th October 1986
Languages Known: English & Hindi

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

SENTIMENT ANALYSIS / TEXT ANALYTICS

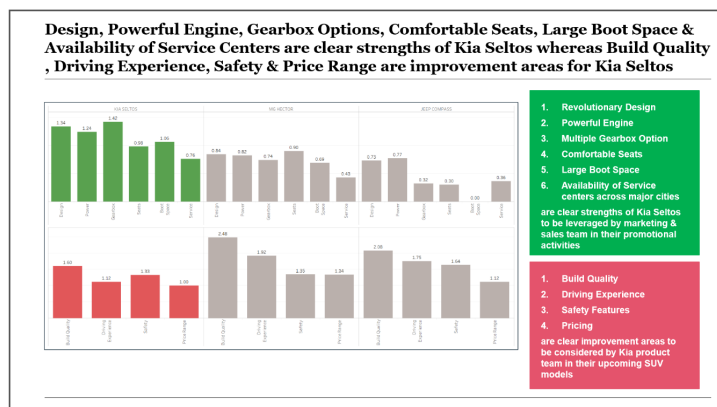
Business Problem: Identify strong & weak features of Kia Seltos & its competitors to increase sales & improve features of upcoming Kia SUV models

Resources

Code

Dataset

Presentation



LINER REGRESSION / HOUSE PRICE PREDICTION - KAGGLE COMPETITION

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

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 = traindataset)

Residuals:
    Min       3Q   Median       7Q      Max
-0.82010 -0.05953  0.00782  0.07169  0.49117

Coefficients:
(Intercept)  4.586e+00  4.736e-01  9.705  + 2e-16 ***
OverallQual  7.599e-02  4.494e-05  16.909  + 2e-16 ***
YearRemodAdd  1.981e-03  2.389e-04  8.307  + 2.42e-16 ***
Fireplace    2.296e-02  4.434e-05  6.076  + 3.60e-11 ***
GrLivArea    2.351e-04  1.053e-05  21.158  + 2e-16 ***
TotBasement  6.758e-05  1.160e-05  6.450  + 2e-16 ***
GarageArea   1.556e-04  2.468e-05  6.304  + 3.95e-10 ***
BstFinPrs    1.040e-04  9.213e-06  11.289  + 2e-16 ***
LotArea      2.471e-06  1.597e-07  6.879  + 9.87e-12 ***
YearBuilt    1.052e-03  1.823e-04  5.772  + 9.74e-09 ***
WoodDeckSqr  6.796e-05  1.876e-05  3.191  + 0.000738 ***
OpenPorchSqr  1.980e-04  5.827e-05  3.398  + 0.000899 ***
HsZoning     4.451e-01  4.796e-02  9.781  + 2e-16 ***
HsZoning     3.571e-01  5.657e-02  6.314  + 3.72e-10 ***
HsZoning     3.356e-01  4.503e-02  7.452  + 1.68e-13 ***
HsZoning     3.262e-02  2.543e-03  -1.389  + 4.0e-08 ***
KitchenQual  -2.258e-02  5.575e-03  -4.049  + 5.64e-05 ***

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:  0.887,    Adjusted R-squared:  0.8802
F-statistic: 376.3 on 17 and 1314 Df,    p-value: < 2.2e-16
```

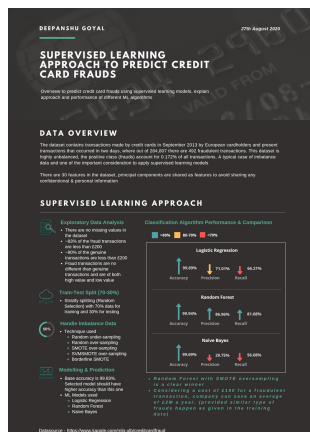
SUPERVISED LEARNING APPROACH TO PREDICT CREDIT CARD FRAUDS

Business Problem: Predict fraudulent transactions in the credit card dataset using classification algorithm

Resources

Code

Presentation



Naïve Bayes Model is able to classify speech emotion with an accuracy of 95.83%

Audio features used for machine learning model are:

Time Domain Features

- Root Mean Square (RMS) Energy
- Zero Crossing Rate (ZCR)

Time Frequency (Spectrogram) Features

- Mel-spectrogram

- Chroma_stft

- Spectral Centroid

- Band Energy Ratio

- Bandwidth

Cepstrum (Spectrum of Spectrum) Features

- MFCC

Mel-spectrogram & MFCC are important features of audio files as they have significantly improved the accuracy of the classification model

