

# DEEPANSHU GOYAL (CSM, CSPO, CSP)

SENIOR PRODUCT ASSOCIATE AT MCKINSEY & COMPANY

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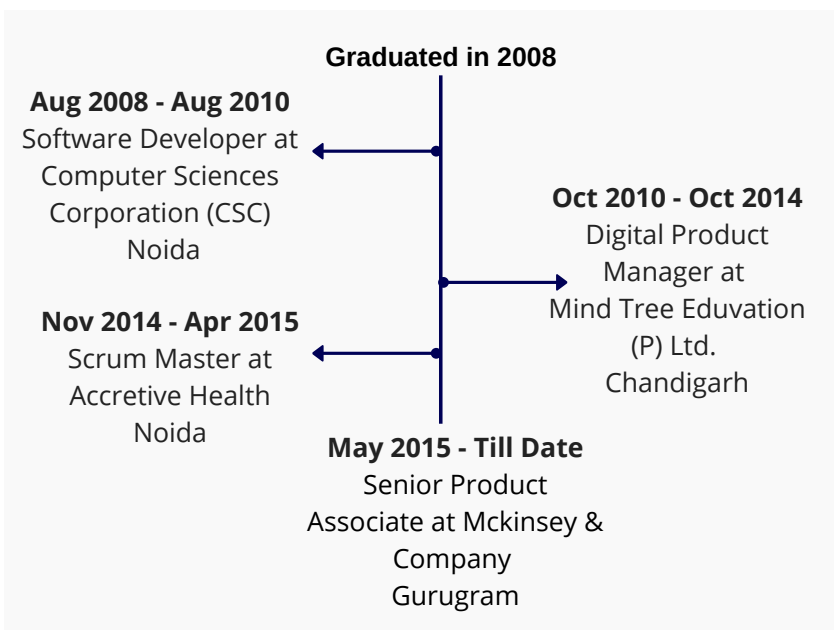
🐙 <https://github.com/deepanshu-goyal/>

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

## EXECUTIVE PROFILE

- 12+ years of experience in building & managing user centric & intelligent digital products with a focus on delivering business value
- Currently undergoing 18 Months Executive Program in Business Analytics, Data Science, AI & ML from ISB to be completed in 2021
- In Mckinsey, primarily responsible for managing firm global HR system and HR Analytics platform. My key responsibilities are:
  - Creating Roadmap
  - Stakeholder Management
  - Prioritize & Rollout new features
  - User Research & Adoption Strategy
  - Sensor based thinking for product development

## 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  
- July 2021)

## SKILLS

- **PRODUCT MANAGEMENT**
- **AI & ML - SUPERVISED & UNSUPERVISED LEARNING ALGORITHMS**
- **DEEP LEARNING & NEURAL NETWORKS**
- **BIGDATA: HADOOP, SPARK, MAP REDUCE FRAMEWORK**
- **STATISTICS**
- **PYTHON & R**
- **TABLEAU**
- **TEXT ANALYTICS**
- **DIGITAL MARKETING**
- **STAKEHOLDER MANAGEMENT**

## 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

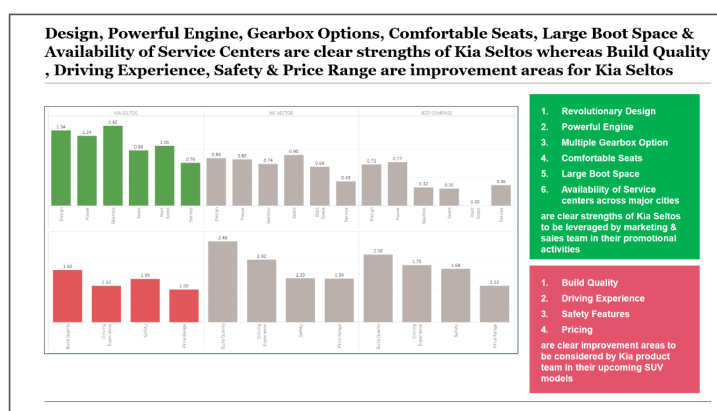
**Business Problem:** Identify strong & weak features of Kia Seltos & its competitors to increase sales & improve features of upcoming Kia SUV models

### 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 = train dataset)

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-03  16.909  + 2e-16 ***
YearRemodAdd  1.981e-03  2.389e-04  8.307  2.42e-16 ***
Fireplace    4.299e-02  6.434e-03  6.076  3.40e-11 ***
GrLivArea    2.351e-04  1.051e-05  21.158  + 2e-16 ***
TotFlnstGr   9.758e-03  1.100e-03  8.450  + 2e-16 ***
GarageArea   1.556e-04  2.468e-05  6.304  3.95e-10 ***
BsmtFinPr1P  1.040e-04  9.213e-06  11.289  + 2e-16 ***
LotArea      2.471e-06  1.597e-07  6.879  9.87e-12 ***
LstArea      1.052e-03  1.823e-04  5.772  9.74e-09 ***
WoodDeckSqr  9.796e-05  1.874e-05  1.371  0.000738 ***
OpenPorchSqr 1.980e-04  5.827e-05  3.398  0.000699 ***
HsZoning     4.451e-01  4.796e-02  9.281  + 2e-16 ***
HsZoning     3.571e-01  5.657e-02  6.314  3.72e-10 ***
HsZoning     4.351e-01  4.453e-02  9.751  + 2e-16 ***
HsZoning     3.356e-01  4.503e-02  7.452  1.68e-13 ***
HsZoning     4.202e-02  2.543e-03  -1.389  4.40e-08 ***
KitchenQual  -2.258e-02  5.575e-03  -4.049  5.64e-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:  0.887,    Adjusted R-squared:  0.880
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

