

# Dhruva Goel

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## OVERVIEW

Analyst with two years of core experience in optimizing end-to-end, advanced analytics solutions for companies in multi brand retail sector

- Exhibited strong thought leadership in a techno-functional role from the conception of the project to deployment of statistical analyses and creation of formal business presentations
- Inculcated project management best practices by working alongside senior managers and client partners in a close-knit, collaborative team environment delivering high-quality work with actionable insights

## EDUCATION

**University of North Carolina at Charlotte**

Charlotte, NC

*M.S. in Systems Engineering and Engineering Management (4.0 GPA)*

Aug 2016 - Dec 2017

**Global Institute of Technology**

Jaipur, India

*B.E. in Electronics Instrumentation and Control Engineering*

Aug 2010 - Jun 2014

## TECHNICAL SKILLS

**Languages/Technologies:** R, Python, SAS, MATLAB, Alterian Marketing Suite, Minitab

**Database:** MS SQL, MS ACCESS

**BI Reporting Tools:** Advanced Excel (VLookup, Pivot Tables, Sum/Ifs, Index Match) & VBA, Tableau, Power BI

## WORK EXPERIENCE

**Data Analyst - Cartesian Consulting,** Mumbai, India

Oct 2014 - Jul 2016

*Role:* Strategizing and driving marketing initiatives through a mix of predefined and exploratory analytical techniques

### Key Analysis

- **Topic Modeling and Sentiment Analysis:** Developed topic modeling engine using R to classify text feedback data collected from Twitter, into various labels and further classifying the sentiment of the feedback
- **Know Your Customer Segmentation:** Analyzed the spending pattern throughout a customer's lifetime to identify and create value-frequency and tactical segments using clustering techniques using Alterian for Shoppers Stop
- **Predictive Modelling Techniques:** Optimized marketing ROI by 15% by building Customer retention models using algorithms such as Logistic regression, Decision Tree, Random Forest, Support Vector Machine using R for ABRL
- **Market Basket Analysis:** Identified products bought together to increase cross selling and optimized in-store product placement, using association analysis resulting in 5% incremental sales
- **Campaign Response Analysis:** Conducted in depth campaign response for a multi brand apparel retail firm, by comparing the response rate of contactable target customer base against a statistically significant control base

**Graduate Teaching Assistant - UNC Charlotte**

Jan 2017 - Dec 2017

- Collaborated with Dr. Yesim Sireli and Arnulfo De Castro for courses: Capital Cost Estimation, Total Quality Systems and Intro to Energy Systems, Duties included mentoring, conducting lectures and developing course plans

**Data Science Intern - Talent Hire Consulting**

Feb 2018 to present

- Design, develop, and implement interactive visualizations by processing and analyzing large datasets
- Build predictive models in Python to align marketing strategy for new product adoption

## ACADEMIC PROJECTS

- **Capstone Project:** Forecasted electric load based on previous years data, used VBA macros for outlier treatment followed by exponential smoothing using advanced excel techniques. Performed data modelling using ANN in MATLAB and then improved the MAPE from 4.5% to 2.1% by running Multiple Linear Regression (MLR) on sister forecasts in SAS Enterprise Guide. Secured 1<sup>st</sup> place in load forecasting competition
- **Improving visibility in supply chain:** Developed data driven recommendations bolstered by SWOT analysis of procurement strategies, inventory management and vendor relations at IKEA and contributed to optimizing the demand forecasting engine of their inhouse ERP system