GAURVIT BHATIA

Data Scientist | Tiger Analytics
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OVERVIEW

Data Scientist with overall 8+ years of experience building scalable ML models, NLP systems, and analytics solutions across Retail, CPG, and Ad-Tech. Deep expertise in regression modelling, text classification, clustering, A/B testing, time-series, and market mix modelling. Skilled in Python, SQL, Azure, and end-to-end data pipelines, with a proven ability to convert complex datasets into insights and deploy production-grade models that drive measurable business impact.

SKILLS

- **Programming Languages:** Python, SQL
- **Machine Learning:** Regression, Classification, Clustering
- **Advanced ML:** Deep Learning, NLP
- **Database:** MySQL, BigQuery

- **Libraries**: Pandas, Numpy, Scikit-learn, TensorFlow, Keras, Nltk, Spacy
- **Analytics:** AB Testing, Excel, Tableau
- **Cloud Framework:** Azure, AWS

PROJECT EXPERIENCE

Multi-Market Refactoring & Modelling | Tiger Analytics (Client: PepsiCo)

- Refactored and modularized legacy codebases, creating reusable components that reduced new-market deployment time by 50%.
- Developed a scalable multi-market Linear Regression framework, delivering consistent accuracy and interpretability across diverse geographies.
- Performed complete Feature Engineering & Feature Selection (transformations, VIF checks, p-value screening, multicollinearity removal) to retain stable and statistically significant drivers.
- Built Actual Price and Base Price models to quantify demand elasticity, isolate base sales, and differentiate promotional vs. non-promotional performance.
- Designed a standardized Model Evaluation Framework using error metrics and diagnostic checks to ensure model acceptability and guide iterations.
- Implemented post-modelling uplift calculations, deriving incremental sales from promotions and converting them into ROI insights for pricing and trade investment decisions.
- Built clean, well-documented modeling pipelines to streamline diagnostics and insights generation.

Market Mix Modeling | Tiger Analytics (Client: PepsiCo)

- Built a robust Market Mix Regression model to predict sales volumes with high accuracy, consistently maintaining unexplained volume below 10% versus actuals.
- Applied advanced data transformations - lag, log, adstock to optimize parameter behavior and enhance model performance and stability.
- Engineered features to quantify the impact of marketing investments, promotions, pricing, distribution, and seasonality, strengthening attribution accuracy.
- Partnered with cross-functional stakeholders to translate model outputs into actionable sales forecasts, improving demand planning, inventory allocation, and trade strategy decisions across PepsiCo's retail portfolio.

Voice of Consumer | Tredence (Client: Clorox)

- Performed comprehensive data hardening across Bronze to Silver layers to clean, transform, and stitch data from multiple sources, ensuring high-quality inputs for downstream analytics.

- Developed a transformer-based text classification model to automatically categorize consumer reviews into NPS buckets (Promoter / Passive / Detractor), enabling scalable sentiment scoring and reducing manual review processing effort by ~70%.

- Built an automated alerting system on the hardened data to surface key drivers, emerging trends, and actionable CX insights across Retailer, Category, and Brand levels.

- Applied the SageCX accelerator to extract consumer pain points and derive top negative-review themes, supporting brand teams with granular, data-driven VoC intelligence.

Product Ads Analytics | Tredence (Client: Walmart)

- Leveraged advanced analytics techniques to optimize retail operations and leverage insights, evaluate and optimize Product Ads performance, enabling data-driven improvements to retail media operations and customer engagement.

- Designed and analyzed multiple A/B tests for high-impact product ad initiatives, generating statistically significant insights that informed go/no-go business decisions for new ad features and placements.

- Conducted deep-dive analyses on ad placement performance, CTR behavior, and ad experience quality, recommending optimization levers to improve customer engagement and advertiser outcomes.

- Built Advertiser Profiling models to diagnose drivers behind declining RoAS, identifying patterns in bidding behavior, product assortment, and budget allocation impacting ad performance.

Anomaly Detection Framework | To The New

- Developed anomaly detection framework to proactively identify metric deviations across key business KPIs.

- Integrated and processed multi-source time-series data, applying advanced models like Facebook Prophet, Isolation Forest, Autoencoders, and IQR-based techniques for anomaly detection.

- Conducted hyperparameter tuning and model comparisons to select the most reliable anomaly detection approach for each metric.

- Built visualization dashboards showcasing real-time and forecasted anomalies, with automated anomaly data storage in InfluxDB and MongoDB for downstream consumption.

CERTIFICATIONS

- **Data Science and Machine Learning**   Completed structured training covering ML algorithms, statistics & modelling
- **Hands-on Python for DS & ML**   Practical Python programming for analytics & ML workflows
- **NLP with Python**   Text processing, sentiment analysis, topic modelling, classifiers

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WORK EXPERIENCE

- **Tiger Analytics**   Data Scientist   Jul 2024 – Present
- **Tredence**   Technology Consultant   Feb 2022 – May 2024
- **To The New**   Senior Software Engineer   Apr 2021 – Feb 2022
- **Wipro Technologies**   Project Engineer   Dec 2016 – Mar 2021

EDUCATION

- **B. Tech (CSE)**   Guru Gobind Singh Indraprastha University, Delhi   82%
- **Class 12 (ICSE)**   St. Jude's School, Dehradun   85%