GAURAV MODI

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EDUCATION

UNIVERSITY OF MINNESOTA, Minneapolis, MN
Carlson School of Management
Candidate for **Master of Science in Business Analytics**   May 2018
GMAT: 720

MALAVIYA NATIONAL INSTITUTE OF TECHNOLOGY, Jaipur, India
Bachelor of Technology, Mechanical Engineering   June 2011

EXPERIENCE

CARLSON ANALYTICS LAB, Minneapolis, MN
Data Scientist   June 2017 - Present
Nickelodeon Universe (Mall of America)
- Improved annual ridership predictions at Nickelodeon Universe by reducing mean percentage error from 20% to 16% using regularized linear model in Python. Improved predictions reduced the overstaffing and understaffing days count by 35% (70 days), leading to reduced staffing expense and improved customer experience.
- Analyzed 17M rows of transaction-level data to understand customer wait time and movement within the park; recommended measures to improve customer experience.
- Automated data preparation and machine learning workflow in Python using Pandas, Numpy and Scikit-learn package, reducing total prediction time from 2 days to under 0.5 hours.

PwC Advisory
- Created an opportunity to increase $1.5M in revenue for auto-insurance client by identifying loss-making customer segments through exploratory analysis in Python.
- Presented actionable insights to executives and recommended marketing strategies for better customer targeting.

Sun Country Airlines
- Segmented market into 4 clusters using K-prototypes clustering technique in R and recommended marketing strategies to increase revenue and reward program's membership count.

LARSEN & TOUBRO LTD, India – *major engineering and technology company with global operations*
Assistant Manager   Oct 2014 - May 2017
- Identified application of machine learning in predictive maintenance of equipments and translated it into commercially viable service for existing clients, bringing additional $400K in revenue annually.
- Trained and provided mentorship to new hires on SQL, statistical and machine learning techniques such as regression models and time series forecasting in R.
- Secured $650M worth of projects through bidding by leading a team of 12 engineers and collaborating with cross-functional teams to create engineering proposals.

Engineer   August 2011 - June 2014
- Developed an interactive dashboard for communicating a high-level overview of project progress to senior management, reducing status update meetings count by 50%.
- Automated the manual process of data manipulation in R, reducing 40 staff-hours/month.
- Created reusable and ad-hoc SQL queries to extract items data from 3D model to estimate material take-off.

PROJECTS

- **Moonshot.in,** *Product and Web Development*
  Developed an online web platform on Ruby on Rails web framework along with Twitter Bootstrap for Indian startups to search potential investors based on various parameters.
- **AidFaridabad.org** – Increased volunteers registrations by 250% by developing the official site of a non-profit organization, helping 400 underprivileged children gain admission to school.
- **z.umn.edu/MLserve** – Developed a web app to demonstrate application of pre-trained Random Forest classifier for real-time predictions in production using Flask (a Python web framework) and Scikit-learn.