



Rushikesh Vyavahare

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SKILLS

- **Machine Learning:** Time Series Forecasting, Bass Diffusion, Agent-Based Models, Statistics, Regression, Classification
- **Data Tools:** Python, AWS SageMaker, Power BI, Excel, SQL
- **Advanced Analytics:** Pricing Elasticity, Consumer Segmentation, MMX
- **Leadership:** Team Management, End-to-End Project Execution

EDUCATION

MIT Academy of Engineering
Pune

B.Tech: Information Technology & Machine Learning

Jun 2016 - Jun 2020

CGPA: 8.4

KTHM, Nashik Maharashtra

High School Jun 2014 - Jun 2016

Percentage: 80%

BUSINESS KNOWLEDGE

- **Domain-** Tech, CPG, Pharma Commercials
- **Business Problems -**
Customer Retention & Acquisition,
Pricing & Promotion Strategies,
Demand Forecasting,
New Product Forecasting
- **Business Skills -** Pricing & Promotion Analytics, Forecasting, AB Testing, Dashboarding, New Product Launches
- **Techniques -** Advance Regression, Forecasting, Clustering & Segmentation, Classification

CERTIFICATIONS

- Basic Statistics
- Python - Object Oriented Programming Language
- Advanced Negotiation Skills - Udemey

PROFESSIONAL SUMMARY

Results-driven Data Science Leader with extensive experience in delivering innovative machine learning solutions, driving profitability, and optimizing operational efficiency. Proven ability to lead cross-functional teams, develop scalable frameworks, and provide actionable insights to solve complex business challenges

WORK HISTORY

Mu Sigma - Apprentice Leader

Bangalore, Karnataka • 09/2020 - Current

1. Forecasting & Model Automation on AWS

- Designed and implemented time series forecasting models to predict consumer base, order volume, and sales for the CPG domain.
- Automated the forecasting framework using AWS SageMaker, S3 bucket, Athena, SNS, creating an end-to-end scalable pipeline for seamless integration.
- Business Impact: Reduced manual intervention, saving ~300 hours annually and achieving a 20% improvement in forecasting accuracy.

2. Consumer Analytics and Problem Solving

- Built customer segmentation models to identify high-value consumer groups and developed targeted upsell and cross-sell strategies.
- Designed retention models to predict repurchase dates, enhancing customer retention rates by 15%.
- Developed market mix and lookalike modeling frameworks, leading to a 12% increase in customer acquisition.
- Business Impact: Delivered ~\$5M incremental revenue through improved retention and targeted acquisition strategies.

3. Pricing and Optimal Discount Framework

- Built a discount recommendation framework that optimizes profitability by incorporating price elasticity analysis and promo-effectiveness metrics.
- Developed and deployed a Streamlit-based web app for real-time discount simulation, empowering sales teams with data-driven insights.
- Business Impact: Improved promotional ROI by 25% and contributed to ~\$3M in additional profit.

4. New Product Launch Demand Prediction

- Designed a demand prediction solution for new product launches using multivariate regression models.
- Incorporated key factors such as market trends, competitive landscape, and historical analog data to ensure accurate predictions.
- Business Impact: Improved demand forecast accuracy by 30%, minimizing overproduction costs and enhancing supply chain efficiency.