


Rushikesh Vyavahare

 rushivyavahare26@gmail.com

 +918055003242

 Bangalore, Karnataka

Linkedin:

<https://www.linkedin.com/in/rushi8055>

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, Product Management, Product analytics, 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 - Udemy

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. Pricing and Optimal Discount Analytics

- Analyzed pricing patterns and promotional effectiveness to identify optimal discount strategies for maximizing profitability.
- Conducted price elasticity studies and assessed promo-performance metrics to provide actionable recommendations.
- **Business Impact:** Improved promotional ROI by 25% and contributed to ~\$3M in additional profit.

2. Consumer Retention and Acquisition Insights

- Performed in-depth consumer analytics to segment high-value groups and identify opportunities for upsell and cross-sell.
- Assessed retention trends and repurchase behaviors to enhance customer loyalty and predict churn risk.
- Delivered insights into market mix and acquisition strategies, driving a 12% increase in customer acquisition.
- **Business Impact:** Generated ~\$5M incremental revenue through data-driven retention and acquisition efforts.

3. New Product Launch Analytics

- Conducted analytics on market trends, competitive landscapes, and historical analog data to forecast demand for new product launches.
- Presented insights into factors driving demand variability, enabling better decision-making for production and supply chain planning.
- **Business Impact:** Improved demand forecast accuracy by 30%, reducing overproduction costs and enhancing efficiency.

4. Product Performance Dashboards

- Designed dashboards to provide comprehensive insights into product KPIs, sales trends, and market performance.
- Automated data aggregation and visualization processes to enable real-time decision-making and reduce manual effort.
- **Business Impact:** Accelerated decision-making and improved visibility into product opportunities and challenges.