**Gaurang Mehra**

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[Portfolio Website](https://gmehra123.github.io/data_science_projs/)`

**EMPLOYMENT EXPERIENCE**

**Vistra Energy,** Dallas, Texas

**Retention Lead (TXU Energy)** Mar 2019- Present

*Vistra Energy is a leading integrated energy company with TXU Energy being a leading Electric Retail brand.*

Developed the pricing strategy for Term Expiration and the Adjustable MTM portfolio. Led the long range planning effort for the term expiration and Adjustable MTM

* Developed analytics and forecasting for Term Expiration customers, set targets for channels, and helped drive renewal margins from $27/MWh to $32/MWh.
* Developed the Long-Range Plan and forecast for the TXUE Mass Business retention portfolio, using a simulation-based approach to account for variability in various factors and developed confidence intervals around our plan estimates.
* Set up an A/B test to optimize the contact strategy, helped eliminate customer contacts that were not value accretive and saved $200K in marketing costs while maintaining margins.
* Managed pricing for the Adjustable Month to Month (MTM) portfolio, used a Machine Learning based algorithm (KNN) to segment customers into value clusters and drove incremental CM from $2M to $7M
* Partnered with Advanced Analytics to develop a weather-related customer credit program reducing losses on the Month-to-Month book by 2%.
* Developed a scripted and automated process for monthly price changes using python (xlwings) as the backend and excel as the front end.

**Essilor of America,** Dallas, Texas

**Lead Integration and Business Intelligence (All About Vision)** Mar 2017– Mar 2019

*All About Vision is a web publishing business focused on eye-wear that has recently been acquired by Essilor of America*

Lead the integration effort for the All About Vision acquisition with a focus on understanding the key levers that drive revenue and how we can leverage them. As part of this effort I lead a team of 3 people

* Undertook post acquisition requirement gathering of key stakeholders (Essilor Marketing, Frame dream Luxottica marketing) for enhanced reporting and tracking of online ads/formats.
* Built the business case for switching the All About Vision Acquisition from their in house ad serving platform to

**Essilor of America,** Dallas, Texas

**Project Manager Data Analytics (Nassau Vision Group)** Jan 2016–Mar 2017

*Nassau Vision Group is a subsidiary of Essilor involved in distributing contact lenses to more than 10,000 Independent Eye doctor locations across the US*

Lead a team of 3 onsite analysts and created a sell side analytics/CRM platform for Nassau Vision Group by joining/creating multiple data sources (Using Spotfire, SQL server and excel) which helped address the following use cases

* Created a process for regularly updating all ongoing customer promotions (more than 100+)
* Automated the process of targeting promotions (previously a manual process) to customers increasing the utilization of existing promotions by 5%. Implemented an instance of Spotfire server to share reports with the sales teams helping drive key customer conversations.
* Developed supply chain analytics for all Nassau Vision Group orders flagging late orders accounting for pick up times, ship methods, different SLAs with customers, by SKU allowing for more dynamic adjustment of stock levels to meet demand, boosting on time performance to 98%+ exceeding our service level agreements with customers

**Essilor of America,** Dallas, Texas

**Lead Sourcing and Transportation Analytics** Mar 2015-Jan 2016

Developed Analytics platform for Essilor Strategic Sourcing using Tableau and R

* Helped discover supplier redundancies across Essilor subsidiaries saving the company $2m
* Improved tracking of payment terms across the company and helped realize $583K in working capital savings
* Developed Analytics to support the re-negotiation of the Essilor UPS contract and helped discover opportunities to save more than $3m in transportation costs

**Essilor of America,** Dallas, Texas

**Senior Associate Marketing Manager (KBco)** Mar 2013-Mar 2015

**Marketing Intern-** Jun 2012-Aug2012

Developed Customer Lifetime value metrics for Eye Doctors in the Visioffice program and helped identify underperforming ECP’s potentially saving the company $5m

**Brij Raj Holdings,** New Delhi, India

**Manager** Jan 2010-Mar 2011

**Indo-Asian Simon Pvt ltd,** New Delhi, India

**Business Analyst** Jan 2009-Jan 2010

**EDUCATION**

**SMU Cox School of business**

**M.B.A (Masters of Business Administration) Class of 2013**

* Specialization in Marketing and Business Analytics
* Graduated Beta Gamma Sigma

**Manipal Institute of Technology,** Manipal,India

**Bachelors of Engineering (BE) Electrical and Electronics, Class of 2007**

**CONTINUING EDUCATION**

* **Python Data Structures**, Offered by University of Michigan on Coursera, Apr 6 2017
* **Statistical Thinking for Data science,** Offered by Columbia University on edX, Mar 2017
* **Introduction to HTML5,** Offered by University of Michigan on Coursera, August 9th 2017
* **Querying with T-SQL,** Offered by Microsoft through Edx, February 4th 2017