**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

* 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 DFP and led the migration effort
* Presented strategic plan to boost online ad revenues over the medium term by tapping opportunities such as selling international impressions on geo served ads, increasing overall revenue by 3% and international revenue by 12%
* Developed automatic tracking of key metrics in near real time by joining data from various sources(Google Analytics, DFP, In house contract management) using Knime analytics and building reports in Tableau to track US ad inventory in real time boosting US ad revenues by 9%

**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

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**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.
* Built a pricing process for automatically switching out customers to a different price list based on usage and special offers
* Developed predictive metrics for churn helping reduce customer churn by 12%
* Trained the sales force and launched the solution to the entire sales force of Essilor of America at the National Sales meeting 2017
* 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 Transportation analytics for 5 Essilor DCs tracking accessorial fees and drove down accessorial fees by 12%
* 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

*KBco is the sun wear arm of Essilor of America*

* Built and presented the marketing plan and budget to marketing leadership
* Launched national promotion with Costco Optical increasing sales through the channel by 9%
* Executed a sun wear merchandising and education campaign across 5,000 Eye doctor locations increasing 2nd pair sales by 25% across the targeted locations

**Essilor of America,** Dallas, Texas

**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