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

**Specialist II (Retention Lead)**

**Vistra Energy – Mar 2019 – Present**

* Developed forecasting and Analytics for Term Expiration customers, set targets for channels and helped drive Term expiration margins from $27/MWh to $32/MWh.
* Developed Long Range Plan for the TXU Energy Mass Business retention portfolio using a simulation-based approach and developed confidence intervals around plan estimates.
* Managed pricing for the Adjustable Month to Month portfolio. Used ML algorithm (KNN) to segment customers and drove incremental CM from $2M to $7M.
* Developed a scripted and automated process for monthly price changes using python as the backend (xlwings) and excel as the front end.
* Developed recommendations and led discussions with Senior management on pricing.

**MBA Business Anlytics**

SMU Cox

Class of 2013

**Bachelors of Engineering**

Manipal Institute of Technology

Class of 2007

**Links**

**Education**

**Senior Associate Marketing Manager**

**Essilor of America – Mar 2013 – Mar 2015**

* Developed marketing budget and tracking for the KBco sun-wear division of Essilor of America

**Lead Analyst Sourcing and Transportation**

**Essilor of America – Mar 2015 – Jan 2016**

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

**Manager**

**Essilor of America – Jan 2016 – Mar 2019**

* Developed supply chain analytics dashboard in Spotfire for all Nassau Vision group orders accounting for pick-up times, ship-methods, SLAs, allowing for more dynamic adjustment of stock levels and helped boost fill rates to 98%.
* Automated the process of targeting promotions (previously a manual process) to customers increasing the utilization of existing promotions by 5%. Implemented an instance of Tableau server to share reports with the sales teams helping drive key customer conversations.
* Built the reporting for the All About Vision acquisition in Tableau to better track impressions, clicks and match them to contract terms

**Experience**

**Programming Languages:**

Python

SAS

SQL

**Data Visualization:**

Excel

Tableau

Spotfire

Seaborn

Matplotlib

**Machine Learning:**

KNN clustering

Linear Regression

CART/Ada-Boost

Dimension Reduction

**Technical Skills**

Gaurang Mehra

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