

Piyush Verma

■ (513)-658-6482 ■ vermaph@mail.uc.edu ■ [Homepage](#)

EDUCATION

University of Cincinnati, Carl H Lindner School of Business, Cincinnati, OH

August 2018

Master of Science in Business Analytics | **GPA: 3.7/4**

Courses: Data Mining I & II, Statistical Methods & Modeling, Statistical Computing, Data Visualization, Big Data, Optimization, Simulation Modeling, Data Management, Probability Modelling

Indian Institute of Technology Kharagpur (IIT Kharagpur), WB (India)

May 2014

Integrated Dual Degree in Metallurgical Engineering | **GPA: 3.5/4**

- Recipient of Merit-cum means scholarship for 4 years

SKILLS & CERTIFICATIONS

- **Tools:** R, R Shiny, PL/SQL, Teradata, Tableau, Python, SAS, Advanced Excel, VBA, Arena, C, C++
- **Skills:** Linear Regression, Logistic Regression, Dimension reduction techniques, Cross validation, Clustering techniques (K-Means, Hierarchical), Ensemble methods, Support Vector Machine, Neural Networks, PCA, A/B Testing, Text Mining, Recommender System, Market basket analysis, Risk analysis, Customer Segmentation

Certificate: [Data Science Certificate](#), a 10-course specialization by John Hopkins University on Coursera

EXPERIENCE

[Quantium Analytics](#)

Loyalty Analyst (Retail Team)

January 2016 – April 2017

- Performed customer segmentation based on customers' shopping pattern using customer value & share of wallet models
- Analyzed a billion rows of daily transaction data done by loyalty card holders generating meaningful insights
- Programmed stored procedures in Teradata SQL creating reproducible code pipelines to refresh segments weekly
- Created excel based customer health dashboard with 150 KPI to identify gaps and profitable channels in the rewards program
- **Promoted** to Sydney Australia as a Subject Matter Expert (2016)
- Led a team of software developers and business analysts to deploy the Quantum Solution in-house (Sydney, Australia)
- **Improved coupon redemption rates from 2% to 4%** by building a propensity model to target customers for a campaign
- Chain of insights led the client to revamp its **\$500 million loyalty rewards program** and introduced a 0.5% default cash back on every loyalty card linked transaction
- Revamping program **improved scanning of loyalty cards by 5%** (~450,000 more linked transactions every week)

Competitive Intelligence/Product Analyst (Insurance Team)

July 2014 – December 2015

- Recommended strategic pricing solutions for new and leading insurers by identifying highly priced market segments and deconstructing pricing structure of competitors
- Automated multiple dashboards which were regularly monitored by senior executives of leading insurance companies
- **Started training on the data and business to new starters after 6 months of joining the company**

ACADEMIC PROJECTS

- [Customer Segmentation for a retail supermarket:](#) (Customer Value Model (Recency Frequency Monetary), K-medoids)
Used K-medoid clustering algorithm and Customer Value Model to perform customer segmentation.
- [Classification of dysfunctional retail stores:](#) (K-means clustering, Hypothesis Testing, HR Analytics)
Built a predictive model for retail client identifying their potential dysfunctional store in future using employee data
- [Music Recommendation System](#) (R, Collaborative Filtering, Information retrieval techniques)
Built an information retrieval system recommending new artists to a user based on its music taste similarity with other users
- [Predicting text using N-Grams:](#) (R Shiny, R, N-Grams, Text Mining, Natural Language Processing)
Built an interactive R Shiny web application which predicts the next word after giving a string of words
- [Claim risk analytics for an insurance company](#) (Logistic Regression, Missing Value Imputation, XGBoost)
Identified risky and non-risky policies, estimated cost per claim and created risk profiles for a campaign manager