HARJOT KAUR

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in [My LinkedIn Profile](#)
📄 [My Analytics portfolio](#)

Experienced Product Manager & Data Science professional

- **12 years** of comprehensive **Analytics & Product management** experience in Telecom, Retail, Mining and Energy sectors.
- Adept at building **Product / Program Strategy** with **Business Analytics & Insights, Business Intelligence** while managing **customer experience, pricing & revenue management** across varied marketing (B2C & B2B) functions.
- **Led teams** to achieve business goals in challenging markets & managed interfaces across organization.
- **Freelance writer** with [TowardsAI](#) - leading AI community and content platform with over 70k subscribers worldwide

SKILLS/SPECIALISATIONS

Functional Skills - Product and Program Management, Business Intelligence, Project Management.

Analytics/Technical Skills - Time Series Forecasting, Churn prediction, Segmentation, Optimization, Creative Data Storytelling using Data Visualization tools such as Tableau & Grafana, Versioning & Experiment tracking

Tools/languages - AWS Cloud, Tableau, Grafana, Python, SQL

Specialization in Machine learning, Statistical modeling, Data Strategy, Neural networks

INTERESTS

- Marathoner, mountaineer and an avid reader

EDUCATION

- **One year Executive Programme in Data Science- Business Analytics and Intelligence**
  Indian Institute of Management – Bangalore, India
  2020-2021

- **MBA in Marketing and HR**
  University Business School – Panjab University, India
  2005-2007

- **B.Com**
  M.C.M. College for Women – Panjab University, India
  2002-2005

CERTIFICATIONS

- **AWS Certified Cloud Practitioner**
- **AWS Certified Machine Learning Specialist –** *Udemy*
- **Data Science with Python -** *NPTEL in collaboration with IIT-Roorkee*
- **SQL for Data Science –** *University of California, Davis*
- **Six sigma Yellow belt holder**

DATA SCIENCE WORK EXPERIENCE

Drishya AI Labs – India *Project Intern – IIM-B*	Oct'20-Jun'21

Electricity Load and Price Forecasting for Short Term Period	▪ Led the Design, development and production of **Hybrid load and price forecasting model** to automate operations of Distributed Renewable Energy Sources & trading of power ▪ Recognized **with 'Best Project'** and **'Best Presentation'** award by IIM-Bangalore, India ▪ **Algorithms & technologies used:** Random Forest Regressor, LSTM, AutoEncoder, AWS, Tensor Flow , Scikit-Learn

Infiniti Retail Ltd. – India *Project Intern – IIM-B*	Oct'20-Jun'21

NPS Driver Analysis using effect-based Kano Model	▪ Led the Design and development of an **NPS predictor** to identify the latent factors influencing the NPS, known as 'drivers' with an objective to grow the Net Promoter Score(NPS) ▪ **Algorithms & technologies used:** Latent Dirichlet Allocation, ANN classifier, Flask web framework

Safe Instruments – India *Analytics Consultant*	Jun'17-May'21

Predict equipment breakdown and time-to-failure for a component	▪ Created a **'Machine Control Analysis'** software, a preventive maintenance tool. It predicts equipment breakdown and its mean time to failure(MTTF) ▪ The tool uses AutoEncoder for anomaly detection using Tensor flow for equipment breakdown prediction and Markov Chain Stochastic process to estimate the MTTF
Optimizing fuel consumption of mining equipment	▪ The project aimed at identifying key indicators of fuel consumption in haul trucks using ANN and thereby obtaining optimized values for each of the indicator using GA

PRODUCT / PROGRAM MANAGEMENT WORK EXPERIENCE

Spice Digital Ltd. - India
Sr. Manager – Digital Product & Marketing

Oct'16-Mar'17

Digital Product Management	▪ Led Cross-functional teams & was responsible for driving the traffic and engagement on a dating app to foster revenue growth. Broad area of focus entailed ▪ *Product management with definition of Service-level management, Digital trends analysis, Digital experience stewardship*

Hansa Customer Equity Pvt. Ltd. - India
Client Delivery Manager – Analytics

Apr'13-Jun'14

Analytics consulting across retail, DTH & fashion sectors	▪ Responsible for defining marketing strategy in-sync with company's overall vision and creating end-to-end customer engagement solutions using data driven *"Acquire-Retain-Grow"* model while leading a team of analytics professionals & delivery manager (project manager)
Driving actionable consumer insights through analytics	▪ **Integrating and** analyzing marketing, customer & external data to derive actionable insights ▪ Developed *"Marketing Maturity Model"* **to gauge an organizations' maturity on creating a marketing program** ▪ *Geo-analytics* for efficient marketing programs

Telecom Marketing – Product Management & Business Intelligence - India
Manager – Bharti Airtel Ltd., Loop Mobile Ltd., Idea Cellular Ltd.

Jun'07-'Mar'13

In 6 years of telecom marketing, got an exposure to work in **urban as well as rural markets** (Mumbai, Maharashtra & Goa, Hyderabad, Delhi, Punjab, HP & JK) in areas encompassing business intelligence, product/program management.

Product Management and New product development	▪ Conceptualize and design new products for brand differentiation, enhanced value proposition, and creation of new revenue streams.
Business Intelligence	▪ Close liasoning with product managers to provide business insights that helped running a smarter business. This role entailed a deep understanding of consumer segments and its monitoring.
Total Quality Management	▪ As a special six sigma yellow belt project, increased tariff pack penetration by 10% in a 3 months. The project generated Rs.3 Cr revenue. It has been documented as the **highest revenue generating yellow belt project** across Idea circles. ▪ Have been awarded **the youngest six sigma yellow belt holder** for the same
Consumer Management	▪ Retain and augment high value prepaid users through relevant product offerings based on purchase & psychometric behaviour
Retention and loyalty	▪ Ensuring high value customer retention through *"catch 'em young"* and various loyalty programs ▪ **Awarded the Rising Star for bringing down inactivity from 6% to 3.2% amongst >6 AON subs**
Analytical marketing	▪ Collaborated with McKinsey to develop analytics based cross-selling and up-selling module. This resulted in an ARPU increase in the high value consumer segment by Rs.35

My Blogs on Analytics

- Why Should Adam Optimizer Not Be the Default Learning Algorithm?
- Solving SUDOKU with Binary Integer Linear Programming(BILP)
- The Mathematical Relationship between Model Complexity and Bias-Variance Dilemma
- Elucidating the Power of Inferential Statistics To Make Smarter Decisions!
- Math behind the Gradient Descent Algorithm
- Why Should Euclidean Distance Not Be the Default Distance Measure?
- Why should you prefer SVD over EIG while performing Linear Principal Component Analysis?
- Understanding Backpropagation using Mountaineering as an analogy
- Text Generation using Markov Chain Algorithm
- PREDICTING BINARY CLASS PROBABILITY WITH LOGISTIC REGRESSION