



Himanshu Bansal

Decision Analytics Associate, ZS Associates

**I am serving notice period



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SKILLS

Python

Data Analysis

Quantitative Research

Machine Learning

Excel

Problem Solving

Decision Analytics

INTERESTS

Basketball Data Analysis

Financial Markets

Politics and Public Policy

WORK EXPERIENCE

Decision Analytics Associate

ZS Associates

10/2021 - Present

Tasks

- Analyzed the marketing spend time series data worth \$40MM of a US pharma MNC, discussed trends and patterns in the data with the company leadership.
- Using *Python* and *Generalized Linear Regression* and did a marketing mix exercise to find the ROI of different promotional tactics.
- Suggested optimized spend strategy using response curves to maximize revenue.

Solution Delivery Associate

Deloitte Touche Tohmatsu Limited

08/2019 - 09/2021

Tasks

- Worked in the team that handled Application Security for a US based conglomerate.
- Hypothesized and built a POC for an automated incident assignment tool using *Python* and *Selenium*.
- Implemented and managed role based and table based security in SAP.

PERSONAL PROJECTS

Image Search Engine

- A recommendation engine that takes both image and text as input was built using various ML frameworks in *Python*. An open-source data set that contained 20,000 images of various products was used.

Fraud detection in Financial data

- The data set containing 6 Million transaction data points out of which only 8 thousand were frauds. I used SMOTE and random forest to build a model that had a recall score of .91 and a f1 score of .54, also used LIME to understand the rationale behind the predictions.

Covid vaccine registration BOT

- Worked as a volunteer in COVID vaccination camps and wrote a script using *Python* to automate the registration process. The BOT was capable to making 15 registrations per min.

EDUCATION

Bachelor of Engineering in Electronics and Communication

Panjab University, Chandigarh

2015 - 2019

CERTIFICATIONS

Azure AI Engineer Associate (08/2021) 

GCP Associate Cloud Engineer (09/2021) 