SANKALP GABBITA

# PROFILE

* Highly skilled and results-driven Data Scientist with a strong background in analytics, statistical modeling, machine learning.
* Proficient in Python and R, with expertise in data visualization and data mining techniques having around 10+ years of experience.
* 10+ years of experience in developing data science solutions using Market Mix Modeling techniques.
* 5 years of experience in using Salesforce Einstein Analytics
* Collaborative and innovative, adept at partnering with cross-functional teams to drive data-driven improvements and stay updated with emerging trends and technologies in data science.
* Demonstrated ability to derive actionable insights from complex data sets and effectively communicate findings to stakeholders.
* Experienced in leveraging statistical models and machine learning algorithms to solve business problems and drive decision-making.
* Excellent problem-solving and communication skills with a passion for driving innovation through data-driven solutions.
* Data-driven professional with expertise in tools H20, Neo4j, Pyspark.
* Skilled in collecting, cleaning, and analyzing large datasets to uncover insights, optimize operations, and drive strategic decision-making.
* Proficient in developing predictive models and algorithms, utilizing statistical analysis and machine learning techniques.
* Experienced in data visualization and reporting, translating complex findings into actionable recommendations.

# WORK EXPERIENCE

**Organization:** IT

**Role :** Senior Data Scientist

**Duration :** 09/2021-Present

**Client :** CPO Commerce

**Domain :** CPG

**Location :** Chicago, IL

* Leveraged SQL, Excel, and PowerBI to optimize freight costs and increase profitability by identifying opportunities to lower shipping costs.
* Utilized SQL, Adobe Analytics, and Python to create customer segments and improve revenue, responsiveness, and conversions using Market mix modeling techniques
* Forecasted sales and margin,and built dashboards to identify missed opportunities for stakeholders.
* Designed and implemented workflows for efficient data flow and built dynamic pricing models to maximize revenue opportunities using MLOps framework in Azure.
* Analyzed and interpreted large and complex data sets using Python, pandas, and NumPy, deriving meaningful insights to drive business decisions.
* Developed and implemented web-scraping techniques to gather data from various online sources, ensuring data quality and accuracy.
* Implemented data science solutions in Azure databricks notebook using H20,Neo4j, Pyspark.
* Built and maintained forecasting models to accurately predict demand and optimize inventory levels, reducing stockouts and excess inventory.
* Used salesforce Einstein analytics platform to create data driven reports and visualizations.
* Created visually compelling dashboards, reports, and presentations to communicate insights and recommendations to stakeholders.
* Continuously monitored and evaluated the performance of implemented models, providing insights for ongoing improvements and refinements.
* Fostered collaboration with Marketing, operations, IT, and business development teams to identify opportunities for data-driven improvements and innovation.
* Build and maintain infrastructure and tools to automate data collection, analysis, experimentation, model training, and model serving in production.

**Organization:** IT

**Role :** Senior Data Scientist

**Duration :** 06/2017-09/2021

**Client :** Essendant

**Domain. :** CPG

**Location :** Chicago, IL

* Developed a market-basket model that provided data-driven recommendations, leading to a 70% improvement in overall sales volume.
* Applied xgboost and decision tree algorithms to analyze customer behavior and identify factors affecting churn using MLOps in Azure.
* Conducted text mining on ratings and reviews data to gain insights into brand perception.
* Collaborated with marketing teams to create effective marketing programs based on customer journey data using clustering and Market mix modeling techniques.
* Developed and implemented machine learning algorithms and models for data analysis and predictive analytics using Python and R and implemented in Azure databricks.
* Played a critical role in developing complex algorithms and analytics models to solve critical business problems for clients.
* Built dashboards and model using Salesforce Einstein Analytics platform.
* Developed predictive models and algorithms to optimize supply chain operations, utilizing statistical analysis, machine learning techniques, and optimization algorithms.
* Collaborated with cross-functional teams to define business problems and design analytical solutions, translating business requirements into data-driven approaches.
* Built and maintained forecasting models to accurately predict demand and optimize inventory levels, minimizing stockouts and excess inventory costs.
* Used tools like H20, Neo4J, and Pyspark in implanting data science solutions.
* Created interactive data visualizations, reports, and presentations to communicate insights and recommendations to stakeholders and facilitate decision-making processes.
* Stayed updated with the latest advancements in data science, machine learning, and supply chain analytics, applying innovative approaches to problem-solving and driving continuous improvement initiatives.
* Applied machine learning algorithms, including regression, classification, and clustering, to develop predictive models and generate actionable insights.
* Collaborated with cross-functional teams to define business objectives and develop data-driven solutions in Azure.
* Developed and implemented data pipelines to streamline data processing and analysis workflows.
* Presented findings and recommendations to stakeholders in a clear and concise manner, facilitating data-driven decision-making.
* Stayed updated with the latest advancements in artificial intelligence and machine learning technologies and incorporated them into projects.

**Organization:** IT

**Role :** Data Scientist

**Duration :** 01/2016-06/2017

**Client :** Abbvie

**Domain. :** Supply Chain

**Location :** Chicago, IL

* Developed and implemented advanced marketing measurement techniques to analyze the effectiveness of marketing campaigns and optimize marketing strategies.
* Designed and executed experiments to gather data, performed data cleansing and preprocessing, and applied statistical analysis and machine learning algorithms in Azure.
* Built predictive models using techniques such as multivariate regression, random forests, and XGBoost to forecast customer behavior and improve targeting and segmentation using Azure technologies.
* Collaborated with cross-functional teams including marketing, sales, and product development to identify business objectives and translate them into actionable data science projects.
* Created interactive dashboards and visualizations using Power BI to present insights and key metrics to stakeholders, enabling data-driven decision-making.
* Conducted A/B testing and provided statistical analysis to evaluate the impact of various marketing initiatives and recommend optimization strategies.
* Extensively applied Market Mix Modeling techniques for better ROI on different campaigns.

**Organization:** IT

**Role :** Data Scientist

**Duration :** 11/2014 – 12/15

**Client :** Renault

**Domain :** CPG

**Location :** Chennai, India

* Worked in the revenue growth management and optimization team, leveraging data analytics and machine learning techniques to identify revenue opportunities and improve pricing strategies.
* Conducted data exploration, performed feature engineering, and developed predictive models to forecast sales and optimize pricing decisions.
* Implemented clustering and segmentation techniques to identify customer segments with different purchasing behaviors and preferences.
* Collaborated with cross-functional teams including pricing, sales, and finance to understand business requirements and align data science projects with strategic objectives.
* Utilized Market Mix Modeling and hypothesis testing to evaluate the impact of pricing changes and promotional activities on revenue and profitability.
* Developed and maintained data pipelines using Python and SQL, ensuring data integrity, quality, and availability for analysis.
* Presented findings and insights to stakeholders through clear and concise reports, presentations, and visualizations using tools such as Tableau.
* Contributed to the development of data-driven decision-making frameworks and provided recommendations based on data analysis to drive revenue growth and optimize business outcomes.

**Certifications:**

* Machine Learning, Stanford University (Coursera)
* Deep Learning Specialization, deeplearning.ai (Coursera)
* Data Science and Machine Learning Bootcamp with Python, Udemy

**Education**

**Bachelor’s in IT 2014**

**SASTRA University**

**Masters in Data Science and Business Analytics May 2017**

# SKILLS

Programming Languages: SQL, R, Python, SAS

Data Visualization: Power BI, Tableau, Qlik, D3, Shiny

Salesforce Einstein Analytics

Optimization Engines: Gurobi (Plus)

Machine Learning Techniques: Market Media Modeling, Multivariate Regression, Feature Engineering, Random Forests, XGBoost, Elastic Nets, Hierarchical Bayesian Regression, Unsupervised Learning, Clustering/Segmentation, GLM methods, DBSCAN

Mathematical Optimization Methods: Linear Optimization, Mixed Integer Programming

Proficient in data acquisition, cleansing, harmonization, and analysis

Cloud: Azure

DevOps: Ansible, Docker, Kubernetes, Jenkins

MLOps: MLFlow, ModelDB,Kubeflow