SHREY ANUJ SINGH

Data Professional

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CAREER SUMMARY:

Experienced Analytics professional with 3 years of experience in data analysis and modelling domain. Seeking a challenging role in data science where I can apply my skills and experience to improve business outcomes

WORK EXPERIENCE:

Escalent (Previously Grail Insights)

Senior Analyst | August 2021 - Present

- Devised a data model to assist a top airline company in predicting the flight prices based on time series data
- Assisted a leading tech company in determining how their platform can be optimized and can support developers in creating applications and track performance throughout the course of a product's lifecycle (Acquisition, Retention, Monetization)
- Developed strategies for a top US Bank based on benchmarking top Fintech and banks, and helped in lowering churn rates and raising retention rates by 25%
- Performed Sentiment Analysis on Customer Feedback using Naïve Bayes Theorem that helped product marketing team improve
- Developed Customer Personas to help an email marketing company devise their targeted marketing strategy and improve the conversion rates by 30%

Universal Data Solutions

Analyst | August 2020 - August 2021

- Spearheaded small team of 4 associates and independently worked on secondary research tasks
- Gathered financial data of top retailers and tech companies to build competitive profiles
- Analyzed recent market developments and product portfolios to build company databases
- Formulated queries to pull out company financial details and M&A transactions from databases like Capital IQ, Hoovers

Asia Research Partners

Associate Consultant | July 2019 - August 2020

- Market Sizing and Estimation through syndicated reports
- Present findings through charts, graphs, and other visual means to help them make better-informed decisions about product introductions, modifications, and marketing campaigns
- Interpret the data collected through surveys and questionnaires, organizing this information into statistical tables, dashboards and reports
- Create a visual of industry trends and of competitors so organizations can predict how products and services will fare in the marketplace
- Measure effectiveness of marketing programs and strategies

RELEVANT END-TO-END PROJECTS

MARKET SEGMENTATION
- **Problem on hand:** Develop a customer segmentation model to give recommendations like saving plans, loans, wealth management, etc. on target customers groups
- Leveraged Principle Component Analysis to reduce the dimensionality of dataframe
- Clustered the similar customers based on their purchase behavior using K-means clustering
- Created an Web application and deployed it on Streamlit Cloud
- **Result:** Helped BFSI client to segment the customers based on based on shared characteristics such that they can send targeted offers

SITE ENERGY INTENSITY PREDICTION USING MACHINE LEARNING
- **Problem on hand:** Reduce the energy consumption of buildings by a combination of easy-to-implement fixes and state-of-the-art strategies
- Built an web application using Streamlit GUI to gauge the site energy usage intensity of the commercial and residential buildings
- Utilized Explainable AI to uncover the importance of each features in prediction of output
- Deployed the model on AWS EC2 to make it easier for the users to monitor the properties of buildings with combination of weather conditions of the location
- **Result:** Reduced the effect of CO_2 emissions caused from lifecycle of buildings (construction to demolition process) by identifying buildings responsible for high site eui

FASHION RECOMMENDER SYSTEM USING TRANSFER LEARNING
- **Problem on hand:** Recommend fashion products to users based on their preferences, using product images and their respective category labels and descriptions
- Handled image dataset containing 44,000 products with multiple category labels, descriptions, and high-resolution images
- Images were pre-processed using various techniques such as resizing, normalization, and augmentation, to ensure optimal performance of the CNN model
- Utilized Transfer learning to fine-tune a pre-trained ResNET model to the fashion product classification task
- Result: Fashion Recommender system was able to accurately predict the category of fashion products and recommend products based on user preferences

EDUCATION:

2015 - 2019 | University of Petroleum and Energy Studies
Bachelor of Technology , Petroleum Engineering

SKILLS:

Data Analysis
- Databases
  - MySQL, PostgreSQL, MongoDB
- Python
  - Analysis and Model Building: Beautiful Soup, Pandas, Numpy, Matplotlib/Seaborn/Plotly, Sci-kit learn, Tensor Flow, PyTorch, Keras, Explainable AI, GridSearchCV, Optuna,NLTK
  - CI/CD Pipeline and Deployment: GitHub Actions, Flask, Docker, Heroku, Streamlit, Streamlit Cloud, Render, AWS, Azure, GCP
- Power BI
- MS-Excel
- MS-PowerPoint
- Statistics