

# Vyom Vats

**Data Scientist at American Airlines | MS Analytics candidate at Georgia Tech**

Atlanta, GA - Email me on Indeed: [indeed.com/r/Vyom-Vats/d3987cf1fc54e5e1](https://indeed.com/r/Vyom-Vats/d3987cf1fc54e5e1)

Seeking full-time opportunities starting December 2017

Willing to relocate: Anywhere

Sponsorship required to work in the US

## WORK EXPERIENCE

### Data Science Intern

American Airlines - Dallas-Fort Worth, TX - May 2017 to Present

### Data Scientist

Fractal Analytics - July 2014 to June 2016

Project: Propensity Modeling

- Enabled the client to increase sales by 16% (\$700K) and achieve sales targets 50% faster on a Q/Q basis by implementing an ensemble machine learning model
- Predicted (with 93% accuracy) if a prospect would buy the client's services by combining Logistic regression model built on Salesforce data and text classification SVM model built on support chat data
- Performed data gap assessment for the client leading to overhaul of client's database management system and yielding upto 70% reduction in turnaround times for reporting tasks
- Achieved 80% decrease (8 man-hours per month) in resource consumption by automating all steps from data manipulation to model building and report generation

Project: Marketing Mix Modeling and Forecasting

- Identified 7 consumer segments using K-means clustering analysis on consumer survey data
- Built agent-based marketing mix models to estimate the impact of marketing channels and guide marketing spend worth \$120M; affected an increase in segment-wise marketing ROI by upto 12%
- Forecasted impact of future sets of marketing tactics and predicted quarterly sales with 10% MAE
- Saved 10 man-hours per week by automating data manipulation processes using R and Excel VBA

Project: Data Visualization

- Designed visual dashboards in Spotfire to track emerging trends regarding direct consumer feedback
- Assessed consumer perception of 4 new products by building interactive custom dashboards
- Applied text analytics to build a Wordcloud generating tool which was added to existing dashboards
- Awarded the client-nominated award for adding text analytics dimension to existing analytics solutions

## EDUCATION

### BS in Chemical Engineering

Indian Institute of Technology BHU Varanasi - Varanasi, Uttar Pradesh  
July 2010 to May 2014

### MS in Analytics

Georgia Institute of Technology-Main Campus - Atlanta, GA  
August 2016

## SKILLS

R (3 years), Python (1 year), Excel (4 years), Spotfire (1 year), SAS (Less than 1 year), Statistical Analysis (2 years), Data Mining (2 years)

## LINKS

<http://github.com/vyomvats>

<http://linkedin.com/in/vyomvats>

## ADDITIONAL INFORMATION

Relevant Coursework: Machine Learning, Data Mining, Regression Analysis, Data Analytics in Business, Database Systems, Data & Visual Analytics, Computing for Data Analysis, Marketing Analytics, Probabilistic Models, Analytical Methods