Krishan Gupta

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EDUCATION

McGill University (Desautels Faculty of Management)   Montreal, Canada
Master of Management in Analytics, **3.81/4 GPA**   July 2023 – Aug 2024
- Awarded an entrance scholarship award of $8000
- Specialized courses in Advanced Analytics, Statistics, Artificial Intelligence, and Cloud Computing

Delhi Technological University (DTU), 8/10 GPA   Delhi, India
Bachelor of Technology, Mechanical Engineering   Aug 2014 – July 2018

PROFESSIONAL EXPERIENCE

Procter & Gamble   Toronto, Canada
Data Scientist, Academic Consulting Project   Sep 2023 – Present
- Performed regression analysis on historical marketing campaigns to optimize budget allocation for maximizing ROAS (Return on Ad Spend), leading to estimated annual savings of over 200,000 CAD
- Developed Gradient Boosting model using Supervised Learning and Data Mining techniques to predict customer trade-up paths, resulting in a 10% increase in revenue per customer

Protium Finance Ltd (*An NBFC that offers innovative financing solutions*)   Bengaluru, India
Data Scientist   Dec 2022 – July 2023
- Applied Feature Engineering and clustering algorithms using Unsupervised Learning to compare different customer risk profiles, resulting in a 60% increase in the target customer base
- Designed a predictive analytics dashboard to flag delinquent customers, leading to a 20% reduction in EMI bounce rate
- Analyzed data using Natural Language Processing (NLP) in Python to compare thousands of credit score reports from different credit bureaus, resulting in a 30% cost saving by selecting a cost-effective bureau

Freshok- Raspil Pvt Ltd (*VC-backed fruits and vegetable supply chain startup*)   Gurugram, India
Data Analyst   Jan 2022 – May 2022
- Built a recommendation system leveraging K-Nearest Neighbors (KNN) model to enhance customer engagement by personalizing product suggestions, leading to a 15% increase in average order value
- Designed a dynamic pricing model for groceries, factoring in freshness to reduce food wastage by 25%, enhancing sustainability and profit margins

Kramofire Manufacturer and Trader Pvt Ltd (*E-commerce footwear B2C business*)   Delhi, India
Co-founder   June 2019 – Jan 2022
- Developed a pricing model to optimize prices based on inventory and demand at the SKU level, resulting in a 25% increase in gross profit margin
- Implemented a forecasting model to optimize inventory turnover time, significantly reducing capital requirements by 10% and improving operational efficiency

DATA SCIENCE PROJECTS

- **Comment Toxicity Analysis:** Developed a TensorFlow-based multi-layered Neural Network using Deep Learning, specializing in classification of comment toxicity levels. Demonstrated proficiency in handling complex NLP challenges and applying advanced machine learning techniques to classify comments based on toxicity.
- **Custom GPT Model Training for Text Generation:** Successfully trained a custom Transformer Model, utilizing LSTM architecture, RNN, and Natural Language Processing Techniques exploring the adaptability of generative AI architectures
- **AI Body Language Decoder:** A real-time body language interpretation system using MediaPipe for pose, facial expression, and hand gesture analysis. Implemented Computer Vision (CV) techniques to enable live body language detection through a webcam.
- **NBA Analytics Using Databricks:** Played a pivotal role in a Databricks-organized NBA Analytics Hackathon by reading and preprocessing data from parquet files and developing a LightGBM regressor to predict NBA score margins, showcasing skills in data manipulation and predictive modeling

SKILLS AND INTERESTS

Languages and Tools: Python, SQL, R**,** PowerBI, Azure, AWS (Amazon Web Services), Databricks, Docker, HuggingFace, Advance Excel, PyTorch, TensorFlow, Scikit-Learn, Numpy, Pandas, LSTM, RNN, Jupyter Notebook, OpenCV, CUDA, NLP, Spark, Version Control (GitHub), Computer Science Fundamentals
Certifications: Databricks Lakehouse Fundamentals, AZ-900 Microsoft Azure Fundamentals, AI-900 Microsoft AI Fundamentals, DP-900: Microsoft Azure Data Fundamentals
Hobbies: Hiking, Reading, Meditation, Badminton