

Shivam Rai

Data Science – Project Leader @ Axtria

Highly motivated Data Scientist (3+ years) with expertise in AI/ML and Pharma analytics seeking to leverage skills at a leading organization. Eager to contribute to innovative projects and be part of a collaborative team driving growth.

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 [Shivam Rai](#)

PROFESSIONAL EXPERIENCE

Project Leader (L4)

Axtria - Ingenious Insights

09/2020 – Present

Key goal is to enhance patient health outcomes and stakeholder decision-making through innovative data-driven strategies using data science and AI/ML.

- Worked on advanced analytics projects addressing various client needs around **commercial, patient** and **sales** analytics. Conceptualized business problems to solutions driven by Data Science, AI/ML, Statistics
- **Patient analytics tool** for oncology brands to get a hold of the market and look for new opportunities with various analysis (Patient adherence, Progression to disease, Journey through different stages etc.)
- **Key driver** analysis for various promotions (Calls, TV, Banner Ads, Speaker Program, Paid search etc.) to develop proper strategies aligned with brand goals uncovering promotions channels to prioritize using **ML interpretation techniques**.
- Pioneered **rule-based Patient journey** in different markets understanding the opportunities and patient behaviour of market.
- **Marketing mix, budget optimization ROI estimation** across different markets and products to evaluate promotional activities (Personnel and NON personnel) and plan for budget allocation for the upcoming cycle while applying regression techniques.
- **Segmentation/targeting** of physicians, hospitals using ML-based techniques to understand top and bottom-line physicians based on the promotion delivered to them and writing behaviour
- Data-driven **Patient archetypes (clusters)** to understand treatment patterns
- **Time series forecasting** to estimate short-term sales trends to help maintain inventory.
- **Dashboards, reporting, automation** in scheduled deliverables and deployed ML models, timely maintenance, and proper quality checks

ADDITIONAL CONTRIBUTION

- Experienced in all aspects of the project.
- Trained the new joiners and helped them to understand the business needs
- Member of Axtria Club helped them to organize team bonding activities
- Presented organization level open to all knowledge sharing sessions covering various projects worked on.

EDUCATION

Hansraj College (DU) (2018-2020)

M.Sc Operation Research

A.N.D.C. College (DU) (2015-2018)

B.Sc Honours Mathematics

SKILLS

- Regressions, KNN, decision trees, random forests, boosting (GBM, XGB, LGBM), K-Means, Hierarchical etc.
- Forecasting (ARIMA, auto timeseries)
- PCA, Permutation feature importance.
- R/Python/SQL/PySpark/Databricks / AWS/Starburst
- Tableau/MS Office
- Jira/Confluence/Github

ACHIEVEMENTS

- One of the youngest **Project Leaders**.
- Received the nomination for **Right Brigade** achievers.
- **2-time Bravo award** recipient for my contributions towards project delivery.
- Finished 2nd in Axtria's **data science journey**

CERTIFICATIONS

- Axtria Institute Certified Trainer
- Certified Artificial Intelligence Practitioner
- Machine Learning A-Z
- Deep Learning with Data bricks