



Kshitij Yadav

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OBJECTIVE: To use my talents as a mission-centered data-driven leader, among a team of results-driven Data analyst & Engineers, marketing managers, dedicated to achieving mutual goals, while providing opportunities for personal growth and advancement.

SKILLS:

Machine Learning | Web Analytics | Statistical Methods

Web analytics, google analytics, logistic regression, linear/non-linear models, hypothesis testing, natural language processing (NLP), time series analysis,

CERTIFICATION:

Google Analytics, AdWords, Adobe Analytics, Customer Insights (Wharton School), R Programming, Python for Data Science

TECHNICAL SKILLS:

Machine Learning: Classification, Regression, Clustering, Probability Theory, Feature Engineering

Statistical tools and programming languages: SAS, R, Spark, Scala, Python (scikit-learn, numpy, scipy, pandas, seaborn, matplotlib), SQL, SAS-Enterprise Miner, LaTeX, GitHub version control, Microsoft Office, AWS, MicroStrategy, Tableau, STATA, PIG, HIVE, VISIO

Selected coursework: Applied machine learning, Big Data architecture, Marketing Customer Insights, Marketing Management, Web Analytics

EXPERIENCE:

Colaberry, Boston, MA
Data Scientist

Feb 2017 – Dec 2017

Overview: *Colaberry* <http://colaberry.com/> | *RefactorEd* <https://www.refactored.ai/>

Responsibilities:

- Participated in all phases of research including data collection, data cleaning, data mining, developing models and visualizations.
- Increased company's revenue by 12% by deriving insights on company's internal data, applying data science modelling techniques and advance statistical models
- Worked on large datasets, transformed information from raw data into meaningful analysis that identifies trends and predicts outcomes using various linear and nonlinear models
- Developed a web-scraper from scratch using python, to collect data from relevant blogs/articles/news on internet and performed various analysis on the data using NLP techniques to get insights
- Leveraged data to provide strategic business decisions to increase sales and effectiveness of marketing efforts of the team
- Created dashboards to provide information on current marketing KPIs and actionable marketing insights using tableau.

ZS Associates, Gurgaon, IN
Business Operation Associate

July 2014 – May 2016

Overview: Consultant | Analytics | Data Strategy

- Led teams in various client engagements, managed client relationships.
- Designed, built and fine-tuned predictive models to determine sales-rep goals, helped the client with the decision making, cutting their losses substantially and making them 7% more profitable.
- Conducted market research for client; analyzed the survey data to strategize client's product launch using data science
- Engineered complex incentive compensation model using SQL based tool for a client's business unit having 1000+ sales representatives.
- Secured \$12 million-dollar funding of client renewal business for the company for which was awarded Operational Excellence award
- Managed to retain my project team with zero attrition and 100% client satisfaction.

Marketing Insights and Data Science Projects:

Credit Data Analysis (Scikit-Learn, Seaborn, Pandas, Statsmodels)

- Implemented and compared various machine learning algorithms such as - KNN, Decision tree, Naïve Bayes, Support Vector machines etc. with respect to their accuracy to classify customers having Good/Bad credit.

Churn Analysis Using R programming (e1071, randomForest, tree)

- Implemented various tree-based algorithm such as Decision tree, Random forest, XG-Boost and Bagging to find out the various parameters leading to churn of customers.

Marketing Predictive Analysis on Transaction Data using Python

- Performed Predictive analysis on 50000+ observations from Grocery and Drugstore dataset to identify consumer behavior
Analyzed various demographics to understand characteristics of different consumers and performed RFM analysis to identify most profitable consumer segments

Marketing Research project for a Real Estate firm in Dallas (SPSS, Survey data, R)

- Designed and distributed survey for a local real estate firm's new student housing project to understand consumer choices and utility of various attributes performed conjoint and other quantitative analysis on survey data using SPSS to identify target markets and recommend product positioning strategies

EDUCATION:

University of Texas at Dallas, TX

Aug 2016 – May 2018

M.S. Business Analytics concentration in Data Science | GPA: 3.7/4.0

Coursework: Machine Learning Algorithms, Statistics, Linear Algebra, Probability, Advance data science concepts

Army Institute of Technology, India

June 2010 – July 2014

Bachelor of Engineering in Electrical and Telecommunication Engineering | CGPA: 3.9/4.0

AWARDS | HONORS:

- Operational Excellence award at ZS Associates for exceptional performance for the year 2015
- Council Member at Dean's Council and Data Science Club member at University of Texas at Dallas.
- Top 5% in a class of master's students within the department of analytics at University of Texas at Dallas.
- Held many position of responsibility in High school (Junior Captain) and undergraduate college (General Secretary)
- Ranked top 0.1% in competitive examination for engineering.
- National top 0.1%, Certificate of Merit from President of India, in CBSE class X mathematics examination.

References: Provided on request

Employment eligibility: Eligible to work in U.S. on OPT for 36 months

Portfolio: <https://kshitijad.github.io/>