

## ASSOCIATE DATA SCIENTIST

### Career Overview

Data Science professional with 5 years of cross functional experience working on advanced analytics projects with marketing, finance and strategy teams within retail and healthcare; expertise in predictive modeling.

### Qualifications

R | Python | Apache Spark | Hive | SQL | Advanced Excel | Tableau Machine Learning Skills: Linear Regression, Logistic Regression, Clustering, Ensemble methods, Deep Learning, Naïve Bayes, Random Forest, Decision tree, Text mining, Time Series modeling, NLP

### Work Experience

#### Associate Data Scientist

January 2017 to Current Cox Communications Inc

- Working on big data solutions for Sam's club marketing and merchandising team.

#### Novartis AG Analyst

Maximus, Inc.

- Marketing Science (21st October'13 - 7th July'15) Analytics advisory to global business strategy team and brand directors on forecasting and strategy projects for contact lens and lens care solutions portfolio with Alcon Vision Care.
- Capacity planning: Developed model for entire contact lens portfolio with utilization estimated using Monte-Carlo simulation method; leading to approval of 6 additional production lines (costing \$300MM) to meet future demand Product cross-sell strategy: Utilized transactional data from customers to determine most common pairs of contact lens and lens solution to help cross-selling strategy for Alcon; model based on apriori algorithm developed in R Forecast and valuation: Built forecasts and valuation models for portfolio of existing and in-line products Nielsen MSci) Business Analyst (30th January'13 - 3rd October'13) Redesigned standard operating procedures for universe estimation improving productivity by 60%; transferred most of the procedures from excel to SAS.
- Automated VBA based tool to detect outliers in data.

#### Senior Associate

WNS Global Services

- 24th March'11 - 24th January'13) Portfolio valuation and risk estimation: Incorporated risk adjusted valuation in sales forecast models to estimate risk associated with each product development; this helped accelerate the ideation process for products Time series forecast: Automated tool built for established drugs, which was replicated for 6 other countries Customer segmentation and retention analysis: Built a model using clustering algorithm in R to segment physicians; Model to predict churn rate for certain segments based on Rx data Project management: Trained and led 2 associates for projects in GSK emerging market team

### Education and Training

Master of Science : Business Analytics , June 2016 University of Cincinnati, Carl H. Lindner College of Business 3.9/4.0

Bachelor of Science : Mechanical Engineering , August 2010 Indian Institute of Technology Delhi 7.4/10 City , India Mechanical Engineering Skills

Apache, big data, Business Analyst, business strategy, Capacity planning, Clustering, costing, forecasting, Machine Learning, marketing, market, merchandising, Excel, modeling, NLP, predict, product development, Project management, Python, selling, sales, SAS, simulation, SQL, strategy, Tableau, valuation, Vision, VBA