TANMAY AGARWAL

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EDUCATION

New Jersey Institute of Technology (NJIT)   **Newark, NJ**
Master of Science in Data Science – Computational Track,   *Sep 2022 – Present*

Great Lakes Institute of Management (Executive Learning)   **Bangalore, India**
Post Graduate Program Certificate Course in Data Science Engineering   *Aug 2020-May 2021*

Rashtreeya Vidyalaya College of Engineering (RVCE),   **Bangalore, India**
Bachelor of Engineering in Biotechnology Engineering, (GPA: 8.41)   *Aug 2015 - May 2019*

WORK EXPERIENCE

ZS Associates   **Pune, India**
Business Technology Associate-Trainee   *May 2021-Oct 2021*

- Co-created personalized marketing plans for the US-based client Merck & Co. to target more than 5000 Healthcare practitioners via the Next Best Action AI/ML model, resulting in increased customer loyalty.

- Championed A/B testing on content engagement rate and analyzed results to drive a 60% lift in customer engagement rates.

  Technologies: AWS (Amazon Web Services), Hive, PySpark, Spark-SQL, MS Excel, Jira
  Skills: A/B Testing, Statistical Analysis (Hypothesis Testing), Data Preparation, Data Visualization, ETL

Indian Institute of Management   **Lucknow, India**
Intern   *May 2017 - July 2017*

- Utilized Data Analytics tools to successfully predict hotel prices in 42 cities in India based on diverse economic constraints.
- Engineered key insights into market trends and competition analysis, recommending the efficient allocation of resources across hotels in different cities.
- Integrated advanced machine learning algorithms & statistical methods, leading to improved accuracy of price prediction of 85%.

  Technologies: RStudio, MS Excel
  Skills: Exploratory Data Analysis, Data Visualization, Statistical Analysis, Supervised Linear Regression model.

PROJECTS

Walmart Sales Prediction   *Feb 2021-April 2021*

- The Project focused on predicting sales at Walmart stores across the US by analyzing the effect of different attributes including promotional markdowns.
- Implemented innovative Regressor models to predict sales at Walmart stores nationwide, achieving an RMSE of 0.75.
- Developed Decision Tree & Random Forest Regressors to analyze customer behavior across different geographies resulting in heightened visibility into consumer markets and projects predicting an uplift in sales margins. Leveraged Light GBM regressor technology to identify & anticipate shopper trends.

  Programming Language: Python (Libraries: Pandas, NumPy, Matplotlib, Seaborn, Scikit-Learn, SciPy, statsmodels)
  Skills: Exploratory Data Analysis, Data Preparation, Feature Engineering, Statistical Analysis (Hypothesis Testing, Parametric, and non-parametric tests), Supervised Machine Learning (Regression), Hyperparameter Tuning

Credit Card Customer Churn Analysis   *Oct 2022-Nov 2022*

- Analyzed the purchasing behavior of 10,000 customers to accurately identify customers at risk of churning from credit card services to incentivize the premium customers with promotional offers and retain the existing customers with adequate measures.
- Evaluated the performance of machine learning models like Logistic Regression, Decision Tree Classifier, Random Forest Classifier, and Light GBM Classifier on the basis of test recall score, achieving 95% prediction accuracy & leading to the better recommendation of retention strategies.

  Programming Language: Python (Libraries: Pandas, NumPy, Matplotlib, Seaborn, Scikit-Learn, SciPy, statsmodels)
  Skills: Exploratory Data Analysis, Data Preparation, Feature Engineering, Statistical Analysis (Hypothesis Testing, Parametric, and non-parametric tests), Supervised Machine Learning (Classification), and Hyperparameter Tuning.

LEADERSHIP EXPERIENCE

Entrepreneurship Cell, RV College of Engineering   **Bangalore, India**
Vice President   *May 2017-May2018*
- Co-developed innovative E-Summit-2018 platform which delivered a footfall of over 5K students, alongside partnering with 20+ companies to drive interactive workshops & competitions.
- Spearheaded workshops such as 'EMBARK 2017' & 'Business Marathon', mentored by 50+ industry experts and investors, enabling participants to discover the facets of entrepreneurship.

SKILLS & INTERESTS

- **Programming Languages:** Python (Libraries: Pandas, NumPy, Seaborn, Matplotlib, Scikit-Learn, Statsmodels, SciPy), SQL, C, R Programming.
- **Skills:** Exploratory Data Analysis, Statistical Analysis, Data Visualization, Databases, Machine Learning (Supervised, Unsupervised learning), A/B Testing, Artificial Neural Networks, ETL
- **Tools:** MS Office, AWS (Amazon Web Services), Hive, Tableau, RStudio, Jira
- **Operating Systems:** Windows, MacOS
- **Interests:** Data Science and Analytics, Learning about Startups and Businesses, Badminton

WORKSHOPS/SEMINARS/CONFERENCES

- Presented paper at a national seminar on 'New Trends in Biotechnology, 14th Conference of Society of Cytologist and Geneticists and Bio Entrepreneurship Summit, Bapuji Institute of Engineering and Technology, Davangere, Karnataka, Mar 2019.
- Attended Machine Learning Workshop conducted by TechieNest Private Limited under Sanchar Wissenaire'18, RV College of Engineering, Oct 2018.
- Attended 3rd World Research Journals Congress, Bangalore, India, Jan 2018.
- Attended NEN E-Leader's Workshop conducted by Wadhwani Foundation, DERBI Foundation, Bangalore, Sep 2017.