

# PARTH PARESH MAU

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## Executive Summary

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- 3 years of experience in data science and analytics domain specializing in design thinking, problem solving and client management
- Decision Science professional specializing in Storyboarding, Data Engineering, Data Visualization, Business Intelligence, Statistics, Big Data, A/B Testing, Time Series Analysis, Strategic Planning, Problem Solving, Project Management and Stakeholder Management
- **Programming Languages & Tools:** R, Python, SQL, SAS, COSMOS (Big Data Platform), Scope, MS Excel, Spark, Tableau, PowerBI
- 1.5 years of experience leading and mentoring teams of 5+ members with proven ability to prioritize and manage high quality projects

## Education

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**Purdue University, Krannert School of Management (West Lafayette, IN)** **June 2022**  
Master of Science in Business Analytics and Information Management

**Dwarkadas J. Sanghvi College of Engineering (DJSCE), University of Mumbai (Mumbai, India)** **May 2018**  
Bachelor of Engineering in Electronics and Telecommunications

## Key Projects

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- **Advertiser Compete Analysis – Search Engine Marketing (SEM)**
  - Devised a methodology to **gauge competitive intelligence** of system by understanding performance of an advertiser against its competitors aiding sales team in monetizing opportunity by increasing overall impressions (views) and clicks
  - Generated a **monthly revenue growth of around \$2M** by optimizing competition into system
- **Promotional Calendar Optimization – FMCG Industry**
  - Built an optimization engine creating promotion calendars for all products across portfolios, taking into consideration business rules including **strategic pricing, competitor performance, product placements, seasonality, and cannibalization** to maximize profits
  - Achieved an increase of **\$6M in quarterly profits**; Awarded team-excellence award for exceeding client expectations
- **Fraudulent Claim Detection – Pharmaceutical Domain**
  - Designed a heuristic, multi-step algorithm to **flag real-time, fraudulent failure-to-supply (FTS) claims** based on their severity raised by various direct and indirect retailers, while also identifying prospective reasons for the potential claims that could be raised
  - **Eliminated human involvement**, while reducing claim average processing time from **16 hours to 4 minutes**; Potential saving around **\$8M** by identifying bogus claims
- **Seasonal Product Model Enhancement – Retail Industry**
  - Formulated a methodology to enhance conventional linear regression models for seasonal products (limited data points available) by using **bootstrapping, feature engineering, feature scaling & normalization**
  - Improved overall **model accuracy by 16%** by grouping similarly behaving products
- **Optimization using Price Elasticity – Retail Domain**
  - Calculated individual product price elasticity across stores; tested logic using **A/B testing** by identifying similar stores within city
  - Saw a monthly **revenue growth of \$1M**; Streamlined the model to facilitate price optimization for stores across the country

## Professional Experience

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**Purdue Online (West Lafayette, IN)** **Nov 2021 – Present**  
*Graduate Assistant (Quality Assurance Department)*

- Monitor and analyze performance of the formulated courses on Purdue Online with the help of BI reports
- Review and evaluate quality specifications for Purdue Online to provide remedies for discrepancies and revisions of configurations

**Ganit Inc. (Chennai, India)** **Jun 2020 – May 2021**  
*Senior Data Analyst (Verticals: Pharmaceutical, Retail, FMCG)*

- Led a team of five data analysts aiding clients translate their business requirement into analytical acumen, by developing and implementing various techniques/algorithms required to provide the required solution

**Mu Sigma Business Solutions (Bengaluru, India)** **Oct 2018 – May 2020**  
*Decision Scientist (Verticals: Search Engine Marketing, Petroleum, FMCG, Retail)*

- Assisted Fortune 50 clients, by providing innovative analytical solutions and actionable insights with quick turnarounds, enabling them to drive growth and make informed decisions to meet their business objectives
- Provided end-to-end, scalable solutions of various analysis involving problem definition phase, framing/testing hypothesis and presenting the end deliverable to end consumers

## Leadership Activities, Affiliations, Honors

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- **Captain, Electronics & Telecommunications, Interdepartmental Cup, DJSCE:** Led department to its first-ever trophy since inception of the multidisciplinary competition
- **Vice Chairperson, National Service Scheme (NSS) college unit:** Awarded 240-hour social service certificate by central government
- **Founder & Secretary, DJ Lit, college official literary society:** Initiated and organized several inter-college events including quizzes, debates, MUNs, while also headlining the official newsletter ([www.djvu.in](http://www.djvu.in))