PRASHANT SHARMA

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EDUCATION

Oklahoma State University   Stillwater, OK
MS Business Analytics and Data Science   *Expected- May 2024*

Indian Institute of Technology, Roorkee   Roorkee, India
Bachelor of Technology in Electrical Engineering   *May 2015*

SKILLS

Programming Languages:	R (6 yrs.), SQL (6 yrs.), Python (2 yrs.), VBA (2 yrs.), SAS (1 yr.), C++ (1 yr.)
Software Tools:	Advanced Excel, Tableau, R Shiny, Google BigQuery, Presto, QlikView, H2O

WORK EXPERIENCE

Times Internet Private Limited   Gurugram, India
Manager – Risk Analytics   *May 2018 - Apr 2021*

- **Lending Risk Classification:** Developed a classification model for efficient targeting of consumers dividing them into High/Medium/Low-risk users. The model used Gradient Boost classifier to attain an accuracy of around 71% with 130+ variables derived from credit/debit history and current outstanding amount. (R, SQL, H2O, Tableau)
- **Recommender System:** Developed a recommender system to enhance the user experience by predicting the next best purchase for each user based on their present purchases and probability of future transactions. Apriori algorithm and user-user collaborative filtering technique were used. (R, cosine similarity, Excel)
- **Income Prediction Algorithm:** Developed a proof of concept for predicting monthly income based on credit amount and credit frequency.

Impact Analytics Private Limited   Bangalore, India
Senior Data Scientist   *Mar 2016 - May 2018*

- **Inventory Replenishment Technique:** Worked for a retail client that involves data collection, cleaning, and manipulation of daily data of around 3000 SKUs across 800 US stores. Derived optimum inventory level using the previous 36 months' sales forecast and present inventory data. (RStudio, SQL Server, VBA, RServer, Google BigQuery)
- **Price Benchmarking Project:** Built a competitor pricing dashboard to visualize the daily price of identical products. (Python, R Shiny)

Mu Sigma Business Solutions   Bangalore, India
Trainee Decision Scientist   *May 2015 - Oct 2015*

- **Business Intelligence Project:** Analyzed loss points across the manufacturing line of the Casa-Grande plant of a leading US healthcare/pharmaceutical company.
- Studied and applied readxl, data.table, dplyr, reshape software packages in R.

PROJECTS

- **Year-Long Industry Project (Oklahoma State University):**   *Aug 2022*
  Working for a US home-improvement retail corporation on building a segmentation framework for the identification of potential customers who will re-model their kitchen based on past data and user-generated insights. Using propensity modeling for targeting the right set of customers via marketing campaigns.

- **Type-2 Fuzzy Logic Controller for OLTC Transformer (B.Tech. Major Project):**   *May 2015*
  Developed a type-2 Fuzzy Logic Controller for On-load tap changing transformer in 2015. Simulated Classical, Type-1, and Type-2 Fuzzy Logic controllers for tap changing load. Proved that fuzzy controllers are highly reliable than classical controllers in the time of accidental changes in resistance and voltage.

AWARDS

SAS Advisory Board Scholarship, Oklahoma State University   *Aug 2022*

Terrific Team Award, Times Internet   *Nov 2020*

Employee of the Quarter, Impact Analytics   *Oct 2016*

MCM Scholarship, IIT Roorkee   *Jan 2015*