

PRASHAST VAISH

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PROFILE

Data Scientist with 5+ years of experience solving complex business problems across retail, e-commerce, finance, insurance, consumer products, and supply chain. Skilled in analytics, ML, and optimization, leveraging data to drive insights and improve decisions

TECHNICAL SKILLS & CERTIFICATIONS

Languages & Tools: SQL, Python, NumPy, Pandas, SciPy, Scikit-learn, Matplotlib, Seaborn, Selenium, Gurobi, Keras, TensorFlow, R, Tableau, PowerBI, Redshift, BigQuery, Snowflake, Databricks, AWS, Adobe Analytics, SAS Miner, Excel, PowerPoint, Git, @RISK

Analytics & Project Management: Machine Learning, Time Series Forecasting, Neural Networks, CNN, NLP, Statistics, A/B Testing, Hypothesis Testing, Data Warehousing & Visualization, Web Scraping, Problem Solving, Effective Communication, Data Mining, Project Management, JIRA, Optimization, Pricing Strategy, Requirement Gathering, Conjoint Analysis, Product Analytics, Confluence, Spark

Certifications: Azure (AZ-900, AI-900), Google Advanced Data Analytics, Tableau Desktop Specialist

PROFESSIONAL EXPERIENCE

AgReliant Genetics – Supply Chain Optimization (*Internship*)

West Lafayette, IN

Data Scientist (Intern)

Jan 2025 - May 2025

- **Optimized logistics efficiency** by developing KPIs and an optimization model, reducing excessive shipments by 5% and driving down logistics cost by 7%; created self-serve Python notebooks and Tableau dashboards enabling real-time monitoring and data-driven decision making

Gameskraft Technologies (Gaming Startup) – Growth & Retention

Bangalore, India

Senior Data Analyst

September 2022 - July 2024

- **Customer Segmentation:** Designed a segmentation system on Redshift using SQL & Tableau to tier users and performed A/B test to evaluate the impact of targeted incentive strategies, resulting in a 2% improvement in retention & margins
- **Optimizing Recovery Period:** Identified ineffective marketing channels and factors influencing user acquisition through funnel and churn analysis using Redshift, Athena, Tableau, & Excel, leading to a 15% reduction in advertising costs, a 2% improvement in acquisition funnel, and a 20% decrease in user recovery period
- **A/B Testing on User Conversion:** Mapped journey of High-Value Players on SQL, Excel & Tableau to identify potential high-value players & designed an A/B experiment to test a new reward system, resulting in 3.5% increase in player conversion
- **Compliance and Financial Reporting:** Partnered with the Tax & Compliance team to streamline audit reporting using Python & Tableau, reducing audit time by 50%, and analyzed user journey using Redshift to identify optimal KYC integration points, minimizing drop-offs and enhancing compliance, resulting in a \$1.5M monthly reduction in tax exposure

Mu-Sigma Business Solutions - Technology/Business Consulting

Bangalore, India

Decision Scientist

August 2019 - September 2022

- **E-Commerce Analytics:** Spearheaded a team of 5 to develop a Power BI dashboard, consolidating data from Snowflake, Databricks, and Adobe Analytics to track KPIs across e-commerce journey; Automated ELT processes using Python and Snowflake tasks, enabling insights into inventory, pricing, and customer satisfaction, resulting in \$90M increase in online sales
- **Customer Sentiment Analysis (NLP):** Developed an NLP-based multiclass sentiment analysis model using a Stacked Bi-Directional LSTM with Attention in Python, achieving an 85% F1 score to analyze customer satisfaction post order fulfilment
- **SEO through Web Analytics:** Led a 3-member team to leverage Adobe Analytics Clickstream data to develop key metrics & evaluate search efficacy, enabling SEO optimization and strategic solutions, resulting in a 13% increase in search success rate
- **Data Warehousing for Analytics:** Created Claim Centre data marts by implementing dimensional modeling and ELT processes using Redshift, reducing data refresh time by 30%. Developed ~50 KPI-focused Tableau reports to streamline performance tracking and excess monitoring for motor insurance, improving decision-making and operational efficiency

EDUCATION

Purdue University, Daniels School of Business

West Lafayette, IN

Master of Science in Business Analytics and Information Management (STEM), GPA: 4.0/4.0

Aug 2024 - July 2025

SRM University

Chennai, India

Bachelor of Technology, Information Technology, GPA 3.6/4.0

July 2015 - May 2019

ACADEMIC PROJECTS

- **Airbnb Host Retention:** Curated a host retention strategy by predicting churn probability using Random Forest (ROC-AUC: 81%) and estimating future revenues to optimize \$1000 incentive allocation and achieving 1st place in the competition
- **Bankruptcy Prediction:** Built an ensemble model combining Gradient Boosted Trees and Neural Networks to predict firm bankruptcies using economic indicators, securing a 98% Private Leaderboard score in a Kaggle competition
- **Airbnb Superhost Prediction:** Predicted superhost status using Gradient Boosting with 93% accuracy & conducted Difference in Difference analysis for causal inference, revealing a 1.81% increase in occupancy driven by the superhost program