Prateek Shrivastava

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PROFESSIONAL SUMMARY

Data Scientist with 11 years of experience building end-to-end data analytics solutions across multiple industries using various machine learning methods. An analytics leader with the ability to develop intelligent solutions to complex business problems.

SKILLSET

- Languages: Python, R, SQL, SAS, Spark
- Skills: A/B Testing, Machine Learning, Artificial Intelligence
- Visualization and reporting: Tableau, Excel, SAP Business Objects
- Databases: Oracle, Exadata, Hadoop

PROFESSIONAL EXPERIENCE

Cummins   February 2021 – Current
Principal Data Scientist – Quality Analytics

- Designed and implemented a supplier warranty recovery process, resulting in over $3 million in extra revenue annually from existing contracts.
- Managed a team of data scientists and engineers, providing technical mentorship and oversight for multiple projects.
- Created a cutting-edge occurrence monitoring tool, with potential to proactively identify and address potential failures at Cummins.
- Presented key learnings from attending multiple conferences and symposiums to the team.
- Established best practices in quality analytics for code production, including setting up Git, daily stand-ups, and code reviews, resulting in high-quality work.

84.51° (Kroger)   October 2017 – Current
Senior Data Scientist - Customer Communications

- Designed and implemented a machine learning solution to predict pickup orders across the Kroger enterprise.
- Successfully led the execution of Kroger's biggest consumer marketing mailer, the Best Customer Communications Mailer Campaign, targeting over 13 million households and resulting in a shopping uplift of over $25 million per event.
- Developed and executed A/B tests using statistical methods to continuously enhance mailers.
- Key contributor in developing a modularized Python-based framework for Customer Communications using Spark on Google Cloud Platform, while also enhancing existing SAS code functionalities.
- Developed a key overlaps report using PL-SQL and automated it using Oracle apex toolkit, reducing the time required to gain intelligent business insights to less than a minute.
- Analyzed historical offers to identify "Key Offers" and shared them with partnership managers, resulting in a 3% increase in coupon allocation rate.
- Initiated the analysis of previously unused data to identify reasons for lower allocations and provided insights to CPGs, aiding in the creation of new offers.
- Applied data mining, data manipulation, and statistical analysis techniques such as regression, clustering, dimensionality reduction, forecasting, and behavior-based analytics across Kroger transactional data.
- Represented 84.51° at PyCon 2019 in Cleveland, OH.
- Created training content and conducted Python training for over 50 new hires at 84.51°.

Big Data Insights Division DMI   June 2012 – September 2017
Senior Statistical Analyst

Client: Vantiv, Cincinnati-OH
- Created an automated analytics-driven pricing solution to facilitate monthly re-pricing of processing rates generating an incremental revenue of $100,000 each month using SAS and SAP Business Objects
- Migrated critical business-centric reports from existing DB2 to in-memory Exadata system
- Developed complex queries in SAP Business Objects - WebI to create consolidated dataset from multiple universes
- Conceptualized and developed an automated revenue tracking tool to track revenue changes

Client: Luxottica, Cincinnati-OH
- Conducted data transformations for large datasets including missing value treatment, formatting, standardization, etc. to create cleaner and more usable datasets for regression modeling.
- Developed conversion models using linear models to determine the business drivers that lead to customer conversion for a retailer.
- Built a linear regression model to identify the key business drivers that generate traffic and sales in retail stores.

Client: Cubic Transportation, San Diego-CA
- **An**alyzed transactional fee costs for the client to identify cost-saving opportunities.
- Developed SAS scripts to aggregate and analyze transactional fee data from the client.
- Assisted a business analyst in understanding requirements and gathering relevant data from invoices.
- Gained business knowledge from VISA/MasterCard documents and underlying merchant agreements.
- Presented a root-cause analysis to the client resulting in saving upwards of $50,000 per month.

Client: Trihealth, Cincinnati
- Built a dashboard to help physicians view their bonuses and compare them with their previous performance.
- Conducted several client meetings to understand pain points and analyzed various aspects of the problem.
- Developed and presented multiple iterations of the dashboard to the client.
- Worked with the data team to create the necessary data structure for the dashboard.
- Used Business Objects Dashboards (Xcelcius) extensively to develop the final product.

Client: The Andersons, Maumee-OH
Performed day-to-day admin and reporting responsibilities for the client.
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- Developed reports to automate system activity and user interactions with the existing BOBJ system.
- Worked with end-users to understand pain points and developed effective solutions.
- Built several reports to help businesses align better with their needs.
- Performed a Business Objects upgrade from 4.0 to 4.1 to improve performance and user experience.

EDUCATION AND CERTIFICATIONS

University of Cincinnati   **December 2012**
Master of Science in Information Systems GPA **3.5/4.0**
Devi Ahilya University, India   **May 2011**
Bachelor of Engineering in Computer Engineering