



SACHIN GOYAL

DATA SCIENTIST

An accomplished data scientist with 4+ years of experience, specialized in retail analytics with proven success in leveraging analytics solutions to transform data into actionable insights for prominent US clients. Strong foundation in predictive modeling, machine learning, and statistical analytics, Tableau expertise, Python/SQL proficiency, and a passion for innovation. Strategist, problem-solver, and relentless in driving business growth with data.

EXPERIENCE

Senior Analytics Consultant

Jul 2022 - Present

EXL Service | Gurgaon

Credit Card Uplift Model

- Implemented a bias correction mechanism to create a new synthetic control group for better performance tracking
- Developed an uplift model which identified the top customers with a significant sales lift compared to randomly targeted customers

Demand Forecasting and Price Optimization Model

- Played a crucial role in driving the execution of projects, taking a leadership position to ensure successful implementation within specified timelines and objectives
- Hypothesized the solution approach and identified major demand drivers for a wide variety for products
- Built a robust ML model (XGBoost) using a clustered-model approach which exceeded client's in-house model results

Digital Events Analysis

- Steered efforts in understanding and analyzing the various events in a user digital journey
- Led a key role in building an automated data pipeline using ETL tools
- Spearheaded the design of a production table for analytics end users

Analytics Consultant II

Jan 2021 - Jun 2022

EXL Service | Remote

Loyalty Event and Reward Points Analysis

- Drove loyalty event and reward points analysis, evaluating the performance of holiday and anniversary campaigns across various dimensions and analyzed customer behavior related to reward points accumulation and redemption

Built visualization tools for performance reporting

- Led the design and development of Tableau dashboards, visualizing customer journeys, product hierarchies, and campaign performance across multiple dimensions, providing actionable insights for data-driven decision-making and business optimization

Customer Lifecycle Analysis

- Monitored and analyzed customer behavior in terms of acquisition, activation, retention, and engagement

Test Analysis

- Conducted A/B testing for various subject marketing email and directed mail campaigns, analyzed results for improved customer engagement and conversion rates
- Evaluated the impact of marketing email triggers(like "back-in-stock", "wish-list price drop"), and identified the most effective triggers to tailor the campaigns in order to maximize the ROI

Analytics Consultant I

Sep 2019 - Dec 2020

EXL Service | Ahmedabad

Loyalty Event and Reward Points Analysis

- Assisted U.S. fashion retailer's loyalty initiatives with impactful analytics and reporting on key metrics
- Automated reports (daily/weekly) for efficient data insights
- Reduced manual work & errors with automated data reports

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Gurgaon

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EDUCATION

2019

B.Tech & M.Tech, Industrial Chemistry
IIT (BHU) Varanasi

CORE COMPETENCIES

- Stakeholder Management
- Project Management
- Predictive Modeling
- Statistical Analysis
- Business Intelligence
- Machine Learning
- Data Visualization
- Data Engineering

TECHNICAL SKILLS

- Python
- SQL
- Pandas
- Tableau
- MS Excel
- Git
- Spark SQL
- Jira, Confluence, etc
- Airflow