MONICA GUPTA ⭐ Featured

Data Scientist/Data Analysis,Data Analytics,Data Visualization,Machine Learning,big data technology, campaign analyst

Current Designation: Data Scientist

Current Company: RBL Bank

Current Location: Mumbai

Pref. Location: Delhi / NCR,Pune,Noida

Functional Area: Analytics & Business Intelligence

Role: Data Analyst

Industry: Banking/Financial Services/Broking

Marital Status: Single/unmarried

Total Experience: 1 Year(s) 8 Month(s)

Notice Period: 3 Months

Highest Degree: Post Graduate [Big Data Analytics]

Key Skills: Data Scientist/Campaign Analyst,Data Analyst,Project Management,Operations Management,Campaign Management,Quality Assurance,Data Analysis,Data Analytics,Product Development,Portfolio Management,Data Visualization,Machine Learning,Product Planning

Verified :   **Phone Number |**   **Email - id**

ID: 4ad40318a12d4406ade742b975d8781a

Last Active: 1-Feb-20

Last Modified: 1-Feb-20

Summary

A focused professional offering 1.6 years of experience in data science,Campaign Management,Data Analysis,Data Analytics,Data Visualization,Machine Learning

Work Experience

RBL Bank as Data Scientist
Jun 2018 to Till Date

CAMPAIGN ANALYSIS: Analysis did using one year data which included data preparation, consolidation from different sources, data cleaning, interpolation, report generation from data.
Overall campaign frequency, delivery rate and conversion trend
Campaign coverage through different channel, zonal and demographic.
Separate analysis done for different products such as CA,SA,SAL,FD,RD
Debit card analysis : top versus bottom campaigns, successful profile analysis such as MAB,PH

CAMPAIGN FINANCIAL ANALYSIS:
MAB IMPACT: by campaign type, zone wise and product wise.
Digital accruing such as customer engagement and there usage on MB and NB.
Test versus control analysis
Debit/Credit Card usage: behavior of customer with respect to specific brand, their ATS , Spends, Total number of transactions.

EMAIL ANALYSIS:
ANALYSIS ON EMAIL: click/open/bounce rates, unsubscribed rate, CTOR
Subject line analysis such as special character, length of a subject line.

ONBOARDING ANALYSIS:
Analysis on onboarding customers : channel activation and usage of different product such as
Pin generation for debit card , MB /NB usage and bill payments.
POS or ATM Transaction and there product holding.
Also analyzed impact of voucher and non voucher campaigns. 80% of registered customers have high conversion rate for voucher or offer campaigns.

UPI DASHBOARD (AEPS/DMT/API/MSWIPE):-
Tableau Dashboards were created to track customers transaction on different merchants, which includes day-wise, week-wise and monthly analysis with respect to value and volume.
This also includes the type of transactions such as Withdrawal, Deposit and Balance Enquiry in which we show which type is more successful. Along with this we also show which wallet/business commodity is performing better with respect to the day and time slot (bucket of 3 hours).
Analysis on geographical behaviour such as which zone or state is performing better on the basis of number of transactions, the average number of transaction, total value volume and top 5 merchants across the state.
Brief:-
AEPS/DMT DB1: It monitors Transaction behaviours across different merchants/business commodity, Geographical transaction behaviours for all the merchants (MOM value and volume)
API DB2 :It monitors all type of API Calls ,metrics:- total count, total API hosted, API requested, total successful API Calls, active and live API.
POC AT TCS :-
Big Data E-Commerce Measurement (POC)
Business objective of this POC was to find market share of retailers for given time periods. Such as Monthly, Quarterly, Yearly sales volume across categories, sub categories and brands. This includes capturing online transaction data from various data sources such as CSV file and My SQL Database.
Implemented parsing of data, removing Deduplication, cleaning, validation, transformation, Consolidation and report generation from data.
Technology Used: Spark, Hive, Python, MySql, Scoop, Ipython
Movie Recommendation System (POC)
Business objective of this POC was to make accurate prediction by discovering the process to clean and visualize accurate data from raw data. That can be used as input to machine learning algorithms for implementing recommender system.
Implemented mechanism to use row data usable in machine learning by technique such as filtering missing data, fill in bad or missing data, Apply robust technique to outliers, extracting useful features from raw data which includes Numerical feature, categorical features, Derived features, text features, Normalizing Features.
Extracted features from MovieLens 100k dataset, trained recommendation engine, inspection of recommendations, generated similar movie for the movielens 100k dataset, Evaluated the performance of recommendation models.
Technology Used: Spark, Hive, Ipython , Scala

Education

UG: **graduation (Mathematical Science)** from **Delhi University (DDUC) North Campus** in **2015**

PG: **Post Graduate (Big Data Analytics)** from **Central University of Rajasthan** in **2018**

IT Skills

Skill Name	Version	Last Used	Experience
Microsoft SQL Server, Oracle Database			
MySQL, Hive, Sqoop			

Hadoop Eco System ,Spark
R Studio, Excel, IBM(WCA),CLEVERTAP
R language, SQL, Python
SAS
TABLEAU

Languages Known

Language	Proficiency	Read	Write	Speak
English	Proficient			
Hindi	Proficient			

Affirmative Action

Physically Challenged: No

Work Authorization

Job Type: Permanent

Employment Status: Full time