

Jayant Raisinghani

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EDUCATION

The University of Texas at Austin	Master of Science, Business Analytics	May 2020
RCOEM, Nagpur, India	Bachelor of Engineering, Electronics and Communication	May 2015

WORK EXPERIENCE

Mu Sigma Business Solutions Pvt. Ltd. – Senior Decision Scientist; Bangalore, India Sep 2015 – Mar 2019

- **Business Intelligence Reporting Tower** for Fortune 100 Financial Services Firm:
 - Led a 6-member team to revamp the existing reporting structure and provided a single stop shop for managers to use different operational metrics and applications of the company. Increased the usage of siloed reports by 75%.
 - Designed and built 42 embedded reports from multiple sources using **SQL**, **Datameer**, **R**, **HTML** and **Tableau** in the span of 3 months. Won **Spot Award** for agile project management, effective leadership and collaboration with stakeholders
- **Web Analytics and Time Series Forecasting** for Fortune 100 Financial Services Firm:
 - Helped stakeholders devise business decisions by using **segmentation**, **A/B testing** and **funnel analysis** techniques on **clickstream** data incorporating **5 MM** monthly visitors. Increased the average conversion rate by **12%** in fall campaigns
 - Leveraged time series forecasting (ARIMA, Holt-Winters, Dynamic Regression) and shrinkage methods to develop an R-shiny framework for capacity planning (up till 8 weeks) of operations team. Reduced the operational cost by **\$90K/month**
- **Predictive Analytics** for Fortune 100 Pharmaceutical Company:
 - Risk profiled high revenue patented drugs using T-Bats forecasting, Fisher LDA and k-medoids clustering. Predicted rare **stock-out** events across 90 markets for upcoming 8 weeks using RF Imputation, feature selection, MARS and Cost Sensitive Decision Trees classification on imbalanced dataset, achieving **94.2% recall**
 - Used SAP (**ERP BI**), **Redshift**, **Teradata** and **Tableau** for data **mining**. Developed data pipeline, applications and reports for managers using **Python** and **R/R-shiny**. Achieved **97% service level** post training
- **Global Reporting** for Fortune 100 Pharmaceutical Firm:
 - Designed and built an automated reporting system using DSS (**Impala**, **HiveQL**) and **Tableau** to provide detailed performance snapshots for multiple product categories in local and global markets
 - Manipulated data from Oracle, Dropbox, Redshift and S3 consisting **80MM** rows on average to build a framework consisting 19 reports. Won **Spot Award** for working beyond the project charter to help bring in new business to the company
- Used **K-means** clustering, forecasting and **optimization** methods to design quarterly **assortment plans** for targeted product category in similar stores of a Multinational Retail Corporation, achieving **18%** increment in sales

ACADEMIC PROJECTS

- Loan Applications **Forecasting (Aura Financial Services – Capstone Project; Austin, TX)** Spring 2020
 - Combined demographics, calendar and capacity attributes with sales data using **MySQL**, **selenium** and **Tableau** to get insights about the seasonal patterns, trends and external regressors on loan applications
 - Using **time series** techniques to predict the demand of applications and conversions in 38 locations of US region to optimize the capacity planning and ROI from stores
- Performed **Market-mix modelling** for an Automobile Dealer client using **Python**, **SQL**, **Tableau** to determine the cost-effective and impactful marketing channels that attributed to maximum ROI. Segmented different car models based on business rules and provided recommendations for each subset. Achieved **0.92 R-square(adj)**
- Developed a casual driving risk alert system using **Sequential models** and transfer learning (VGG16, ResNet). Used 22,000 images as input. Achieved **92% accuracy** and 0.24 log loss (http://bit.ly/casual_driving_risk_alert_system)
- Built a crowd-sourced recommendation engine for beverages. Used **spaCy** similarity and **Vader** sentiment analysis to provide top 3 recommendations of beer products based on the attributes given by the user
- Combined “Associated Press” and UNHCR data to create a report on migration patterns of refugees across the globe to US states (**#IronViz**: https://bit.ly/Migration_Trends_in_USA)
- Built a price recommendation system for Airbnb hosts in Austin locality using **K-means** imputation, **Lasso** regularization, **SVM** and **XGBoost** Regression, achieving **4.1 RMSE**

TECHNICAL SKILLS

- **Tools & Languages:** SQL (T-SQL, Impala, Hive, Spark) | Tableau | Dataiku DSS | Datameer | Adobe Analytics | Teradata | Redshift | MS Excel (@Risk, Solver, Vlookup, Pivot) | MS PowerPoint | Hadoop | R (ggplot, glm, caret, randomForest, rpart, lpSolve, earth, teradataR, forecast) | R-Shiny | Python (seaborn, matplotlib, scikit-learn, pandas, numpy, keras)
- **Analytical Skills:** Data Mining | Marketing Analytics | Supply Chain Analytics | Finance Analytics | Regression | Classification | Decision Trees | Ensemble Methods | Neural Networks | Sequential Models | Time Series Forecasting | Clustering | CLTV | A/B Testing | Collaborative Filtering | Text Mining | Natural Language Processing | Optimization

ADDITIONAL INFORMATION

Achievements: Tableau SME, Mu Sigma Inc ; Campus Ambassador, Mu Sigma ; Kaggle - State Farm Distracted Driver Image Classification (Top 12%) ; Tableau Iron Viz participant