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 develop a multi-platform automated reporting system to provide detailed performance snapshots for multiple operational categories of the Firm
  - Designed and built 42 reports from multiple sources using **SQL**, **Datameer, R** 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