Jayant Raisinghani

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WORK EXPERIENCE

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

- **Business Intelligence Reporting** for a Fortune 100 Financial Services Firm:
  - Facilitated **75% improvement in the usage** of siloed reports by building a one stop shop to track all the operational metrics
  - **Led a team of 6** Decision Scientists to design 42 embedded reports spanning across sources in 3 months (average 4 months)
  - **Won Spot Award** (top 5%) for agile project management, effective leadership and collaboration with stakeholders
  - **Platforms used:** SQL, Datameer, R, HTML, Tableau
- **Predictive Analytics** for a Fortune 100 Pharmaceutical Firm:
  - Led to **savings of 6.5MM USD** by predicting stock outs of high revenue patented drugs for upcoming 8 weeks in 90 markets
    - Led to **97%** service level by using **RF Imputation, MARS, SVM & CSDT** classification on imbalanced dataset (94.2% recall)
  - Led a team of 4 Decision Scientists to risk profile these high revenue products using **T-Bats, Fisher LDA and k-medoids** clustering
  - Collaborated with 20+ Global Supply Leaders to cater the prediction and planning tool to their monthly logistics planning
  - **Platforms used:** SAP (ERP BI), Redshift, Teradata, DSS (Hive, Impala), Tableau, Python, R/R-shiny
- **Digital Analytics** for a Fortune 100 Financial Services Firm:
  - Increased visit count by **10%** during brand campaigns by developing site performance reports to devise business decisions
  - Improved customer targeting using **K-means** segmentation on demographic and behavioral data
  - Amplified the average conversion rate by **12%** for IRA products by using **Funnel Analysis** and **A/B testing** techniques
  - **Platforms used:** Adobe Analytics, clickstream data, R, Tableau, Hadoop, Datameer
- **Workforce Optimization for Internal Operations Department** of a Fortune 100 Financial Services Firm:
  - Enabled **$120k/month** cost savings by proactively forecasting Operations' workforce requirements for a financial services firm
    - Led to cross team movement of the Associates by accurately predicting incoming tasks, resource efficiency and time
  - Developed a capacity planning tool for managers using the forecast and shrinkage methods for resource allocation
  - **Techniques used:** ARIMA, Holt-Winters, Dynamic Regression, Oracle OBIEE, R Shiny, SQL, Tableau, R, HTML

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
- Marketing mix modeling for Automobile Dealers: Segmented car models based on business rules and used regression techniques on Python, SQL to determine the channels attributing to maximum ROI. Achieved **0.92 R-sq(adj)**
- Casual driving risk alert system: Used **Sequential models** and transfer learning (VGG16, ResNet, Xception) to determine driver activity. Achieved **92% accuracy** and 0.24 log loss (http://bit.ly/casual_driving_risk_alert_system)
- 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
- Real vs Fake Disaster Tweets: Identified real disaster event using twitter data. Performed classification using TF-IDF vectorization, Random Forest, SVM, Kfold cross validation, PCA dimensionality reduction. Achieved **82% AUCROC**
- 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 | Qlikview | DSS | Datameer | Adobe Analytics | Teradata | Redshift | MS Excel (@Risk, Solver, VlookUp, Pivot) | MS PowerPoint | Hadoop | SAS | R (ggplot, glm, caret, randomForest, rpart, lpSolve, earth, teradataR, forecast) | Rshiny | 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 | Hypothesis Testing

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**

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