Rajesh Giri

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WORK EXPERIENCE

Ameritas Holding Company | *Data Science Consultant* | *Cincinnati, Ohio*   *Aug'21 - Present*

Customer Segmentation – Retirement LoB
- Performed **Exploratory Data Analysis** in **Python** to deliver inferential statistics on **5000+ companies**
- Created comprehensive customer profiles by implementing a **K Means Clustering** model (using **Elbow** method) in **Dataiku** to establish customized marketing strategies, obtained a **Silhouette score of 0.64**
- Recommended course of actions for improving sales, contributed to **13%** increase in monthly sales

Aditya Birla Capital | *Deputy Manager – Product Analytics* | *Mumbai, India*   *Nov '18 - Aug'21*
- Performed quantitative analytics on mutual fund products worth **$33 Bn.**, contributed to developing business strategies
- Implemented a **multi-label classification** model in **AWS SageMaker** to identify cross selling opportunities, contributing to **27% increase** in quarterly net sales
- Managed **A/B testing** on scheme landing page, contributing to increase in annual SIP sales worth **$12 Mn.**
- Extracted and analyzed industry data in **AWS Athena,** built dashboards in **Power BI** to track competition funds that aided top management for strategic decision making
- Implemented a quantitative portfolio management strategy using **ARIMA** model for stock price prediction to build diversified portfolios for optimal performance

Edelweiss Financial Services | *Risk Analyst* | *Mumbai, India*   *Jun '16 - Nov '18*
- Generated **Portfolio Risk Report** for proprietary trades across different asset classes, evaluated risk parameters
- Automated risk reporting process using **Python**, reduced turnaround time by **~40%**
- Built a **credit scoring model** based on **LGBM Classifier** to forecast credit defaults for unsecured lending business, leveraged **SMOTE** technique to process imbalanced data
- Fetched data using **SQL**, performed data wrangling in **Python** to create a visual report in **Tableau** at a weekly basis that successfully helped driving business strategies
- Developed a **Stress Testing** Tool leveraging **SQL** and **Python** to gauge portfolio risk in extreme market movements scenarios
- Built an **Excel** based tool which assisted in product approvals by estimating risk parameters for new products

SKILLS

- **Analytical Skills**: A/B testing, Hypothesis Testing, Chi-Square, Regression Models, Probabilistic Models (Logistic, Naïve Bayes), KNN, ARIMA, Decision Trees, Random Forest, Boosting algorithms, , Data Visualization, Data Management, Facebook Prophet
- **Tools and Programming**: Python, R, SQL, Tableau, Power BI, C++, MS Excel, VBA Macros

ACADEMIC PROJECTS

- **Employee Attrition Prediction –** Predicted attrition on an insurance company database by building bagging and boosting in **Python**. Analyzed **SHAP** values and performed hyperparameter tuning for the best performing model i.e. **XG Boost**.
- **Bike Sharing Demand** – Forecasted the bike rental demand of Bike sharing program in Washington, D.C. based on historical usage patterns using **Random Forest Regressor Model** in **Python**
- **Portfolio Optimization Model** - Implemented **Markowitz Mean Variance Optimization** model in **Python** for a sample portfolio of four stocks and constructed an **Efficient Frontier**
- **Income Prediction in US** - Built a model using **Decision Trees** algorithm to predict if annual income of an individual exceeds $50,000 based on 1994 US census data

EDUCATION

University of Cincinnati, Carl H. Lindner College of Business   Cincinnati, Ohio
Master of Science, Business Analytics | GPA: 4.0   Aug'21 - May'22

Pune University   Pune, India
Bachelor in Electronics & Telecommunications Engineering   Jul'12 - Jun '16

HONORS & ACTIVITIES

- Awarded **CEO Quarterly Award** thrice in tenure at Aditya Birla Capital
- Appointed as College **Sports Secretary** for academic year 2014-15 and organized multiple sporting events
- **Finalist** in **John Deere Technochamp** 2015, a national level contest. Developed a mobile app to detect seeder blockages