

RAJINDER SINGH

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6+ years of data science experience across multiple industries in predictive analytics, customer retention, market segmentation, client & project management. Alongside deliverables, I've been mentoring DS to manage stakeholders & develop end-to-end solution independently. Collaborating & sharing my knowledge through internal trainings.

CERTIFICATIONS

[GCP](#) [Applied data science in Python](#) [BigQuery](#) [TensorFlow for ML](#) [Tableau](#)

TECHNICAL SKILLS

Programming Languages	Python, R, SAS, SQL, VBA, R Shiny
Supervised ML Techniques	Linear and Logistic Regression, Random forest, KNN and Neural networks
Unsupervised ML Techniques	K-mean and hierarchical clustering, Principal component Analysis
Statistics	AB testing, Sampling, Hypothesis testing, Experimentation

WORK EXPERIENCE

Senior data scientist/consultant Fractal Analytics, London Oct'17 - current

Increase proactive DTV recontracting & optimize revenue

- Created **Random forest** model to predict customer probability to extend DTV contract through an email campaign
- Tech stack** - Leveraged GCP APIs like **BigQuery** + **Python** to parallelize & automate end to end execution
- Business Impact** – Weekly **5k** customers targeted through model driving **x1.14** revenue & **x1.17** contracts vs. BAU

Reduce churn at optimal cost

- Predict customer's price elasticity in a churn call through different discount to save customer at an optimum cost
- Tech stack** – E2E Automation orchestrated for zero intervention monthly refresh with auto trigger VM
- Business Impact** – Keeping offer discount spend cost, reduced churn by **c.1%** [20.4% to 19.3%]

Transforming model scores to actionable insights for customer care executives

- 10+** model scores translated into actionable information to upsell different products like Movies, Sports, HD etc.
- Customer centric pre-written SMS [Oh! You're on sports contract for last 3 years, would Movies interest you?]

Consultant Fractal Analytics, Delhi Nov'14 – Sep'17

What's your Engagement score

- Developed **triggers** using factor analysis by tracking their engagement & suggesting products with proposition most suitable to their life stage, transaction pattern and channel preferences
- Fully integrated solution supported Digital, marketing & segmentation team along with product managers to build different campaign scenarios to drive different KPIs
- Business Impact** – Identified **87%** of target accounts for product upgrade & **3M** customers to be nudged for OB

New ATM alliances across globe

- Designed a comprehensive self-serving platform on **Tableau** for French bank with objective of
 - Evaluate performance of bank entities across geographies over time, channel and product type
 - Tracking ATM usage & Identifying new opportunities for alliance partnership

EDUCATION

Bachelor of Technology, Delhi College of Engineering 8/10 CGPA 2010-2014