RUPESH DUBEY

Lead - Marketing Science

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SUMMARY

Data Science professional with 9+ years of expertise in AI-driven analytics, forecasting, and automation. Skilled in developing predictive models, designing interactive dashboards (Power BI, Looker Studio), and deploying end-to-end data solutions using Python, SQL, and Excel VBA. Proven ability to lead teams, optimize workflows, and translate complex data into strategic business insights.

WORK EXPERIENCE

Lead Analyst - Marketing Science, Annalect India   **Aug 2023 - Present**
- Utilizing AI agents to deliver next-gen insights and deliverables.
- Lead a team of six analysts, overseeing daily operations and deliverables.
- Manage The Home Depot creative-campaign analytics for BBDO NY: extract pre-/post-campaign insights to inform optimization.
- Automate reporting pipelines to reduce manual effort and ensure timely delivery.

Lead Analyst, Merkle   **Mar 2022 - Aug 2023**
- Developed custom reports and dashboards to monitor key performance indicators.
- Built and deployed predictive analytics models to forecast future trends with 99%+ accuracy.
- Wrote and optimized scripts/queries for multi-source data extraction and analysis.
- Collaborated with stakeholders to define requirements and data solutions.

Senior Data Analyst, Ugam Solutions - A Merkle Company   **May 2017 - Mar 2022**
- Analyzed large datasets to uncover patterns, signals, and actionable insights.
- Utilized Business Objects, BI tools, and data-warehouse solutions for reporting.
- Automated data visualizations; crafted compelling stories to drive decisions.

Data Analyst, Tata Consultancy Services   **Jan 2016 - May 2017**
- Extracted, cleaned, and analyzed project data to support client deliverables.
- Created ad-hoc reports and basic dashboards to track performance metrics.

EDUCATION

BCA, Computer Applications | North Maharashtra University, India   **June 2011 - Sep 2014**

SKILLS & TOOLS

- **Gen AI**: ChatGPT, GPT Agents, Agentic AI, MCP, Prompt Engineering
- **Programming & Analysis**: Python (Pandas, NumPy, Scikit-Learn, Matplotlib, Seaborn, Streamlit), R
- **Databases & Querying**: SQL (MSSQL, MySQL; DML/ETL)
- **Dashboards & BI**: Power BI, Looker Studio, Data Studio, Tableau, Dataroma
- **Automation**: Excel VBA, Python scripting
- **Cloud & Big Data**: Azure Databricks
- **Statistical & ML**: Regression (linear, logistic), predictive modeling, SPSS

ADDITIONAL INFORMATION

- **Soft Skills:** Project Management, Stakeholder Management, Critical Problem-Solving, Adaptability & Agility
- **Languages:** English, Hindi, Marathi
- **Achievements & Awards:** 70% cost savings by automating manual analytics workflows; 99% accuracy in revenue forecasts via trend-seasonality models; Received 16+ "Best Performer of the Month" awards in one year; Awarded the Golden Pyramid Award for top-year performance.