

# Ritesh Shekhar

Sr. Associate | Data Science

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7 years of hands-on experience in Finance, Automobile and Retail domains leveraging statistical analysis, machine learning models and big data to uncover business insights. Adept at collecting, analyzing and interpreting large datasets. Recently curious about Neural Networks, CNN, RNNs, LSTMs, GRUs and GANs on Keras and TensorFlow.

## Areas Of Interest

Statistical Analysis, ML Based Model Development, Big Data Tools, Cloud

## Skills

Language/Tools	<ul style="list-style-type: none"><li>• Python</li><li>• PySpark</li></ul>	<ul style="list-style-type: none"><li>• SQL</li><li>• Git</li></ul>	<ul style="list-style-type: none"><li>• AWS</li><li>• Excel</li></ul>	<ul style="list-style-type: none"><li>• Hive</li><li>• ML Ops</li></ul>
Techniques	<ul style="list-style-type: none"><li>• Predictive Modelling</li><li>• Clustering (K-Means &amp; Hierarchical)</li><li>• Decision Trees and Random Forests</li><li>• Gradient Boosting algorithms (XGBoost, CatBoost)</li><li>• Customer Segmentation and persona creation</li><li>• Text Analysis using Word Embedding</li><li>• DL frameworks like TensorFlow/PyTorch and GPU usage</li></ul>			

## Experience (7 yrs)

### Associate | Data Science, [JP Morgan Chase & Co.](#)

Jun. 2020 - Current

- Worked closely with Marketing and product team to build a **Merchant tagging tool to create marketing persona** by enrichment of credit and debit card transaction data (incorporates **Fuzzy match, TF-IDF Encoding and Word Embedding**)
- Developed **Price optimization engine** based on probability response curve (from ml model) and optimization steps for vehicle re-marketing team, reducing dependency on third party vendor and creates a **\$20MM opportunity**
- Developed **end-to-end machine learning prototypes** (uses CatBoost) and scale them to run in production environments. Providing **20% lift** in conversion
- Created **ML Ready data assets on Hive** that are consolidated, accessible within XLOB, aggregated at acct/customer/household level, holistic to convert end-to-end business KDE. Whole process developed in the Spark environment to process more than 75M customers. Reduces week of work & validations to a few hours.

### Associate Manager, [Convergitycs](#)

Oct. 2018 - May. 2020

- Execution of **Account targeting** (B2B- Business logic Filter based Data Crunching on quarterly basis and Trigger based Data Crunching on weekly basis) as a tech lead (for a team with 6 FTE) and successful coordination of other projects involving CRM and BI teams.
- Recommend vehicle based targeting strategy using Propensity Scores (**glmnet- LASSO regression, glm and VIF**) and **Expected Revenue** (**XGBoost** based on Bayesian optimization) for Marketing team. Back-testing Results gave delta 11.73% in Revenue and 81.1% response rate in 1st Bucket.

### Sr. Business Analyst, [Convergitycs](#)

Oct. 2017 - Sep. 2018

- **Market Mix Modeling** coupled with media spends and competitive data for a Food Retail in USA, focused to understand change in contribution of marketing element, short term and long term effect and finally providing an optimization results for marketing activities (predictive accuracy of 95% or higher, optimization yields 1.15% increase in unit sales).
- **Customer lifetime value models using XGBoost** with Bayesian Optimization (for hyper parameter tuning) for a fashion retail chain in US.

### Business Analyst, [Convergitycs](#)

Jul. 2015 - Sep. 2017

- **Supported CRM function in Auction and Automobile domains** by providing target lists, Monthly/Quarterly measurement reports and running Logistic regression for customer deciling using a combination of SAS, Excel and VBA.
- Created a **Forecasting model (based on ARIMA in SAS)** as a function of campaign spends, marketing, competitor auctions, past sales and other seasonal parameters to predict sales for an automobile client, having MAPE < 8%.
- **Automation and Optimization of inventory management process** in R which includes merchandise available in Factory, On-route, CFA and Stores for largest luxury goods company in India which reduces 60 working hours to 5 hours per week.
- Developed a basic version of **Chatbot** using Microsoft Azure Bot services and LUIS for NLP.

## Education

### NITK-Surathkal (National Institute of Technology, Surathkal, Karnataka)

Surathkal, Karnataka

B-TECH. IN ELECTRONICS AND COMMUNICATION ENGINEERING

Jul. 2011 - May. 2015