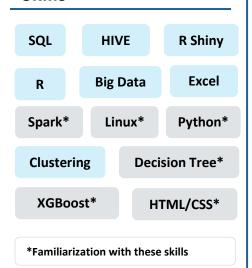# Saurabh Gupta

**Apprentice Leader, Mu sigma Inc.** (Jul 2015 – Present)

Data Science professional with 3+ years of industry experience in solving Descriptive, Inquisitive and Predictive business problems for Fortune 500 enterprises. Hands on experience in building analytical road-maps, charting problem definition, exploratory data analysis, quick ad-hoc analyses, actionable insight generation, visualization and presenting end-product to client leadership

## Skills

| | | |
|---|---|---|
| SQL | HIVE | R Shiny |
| R | Big Data | Excel |
| Spark* | Linux* | Python* |
| Clustering | Decision Tree* | |
| XGBoost* | HTML/CSS* | |

**\*Familiarization with these skills**

## Honors

### Spot Award (Oct-2018):
"For owning and leading the knowledge portal design thread with élan, ensuring exceptional client communication and taking quick-calls on execution related aspects"

### Spot Award (Apr-2018):
"Showcased rigor in learning new technologies to build Trade Promotion Optimization tool and deliver an excellent User Interface for the same"

### Spot Award (Oct-2016):
"For giving exceptional deliverables in visitation analysis"

## Education

**B.Tech. - NIT Agartala (2011 – 2015)**
Electronics & Communication
CGPA – 8.33/10

**St. John's School**
XII – ISC – 79% (2009 – 2010)
X – ICSE – 82% (2007 – 2008)

## Work Experience

### Fortune 50 US Bank (Data Science & Solutions Team)
*May 2018 - Present*
**Leading six-member team, responsible to help data science team**

- Conceptualized the design of Content Management System to be used by all the users associated with client's team (~2000 users). This helped clients to gain visibility in organization and organize contents
- Benchmarking of analytical platform serving all users with 420 cores and 8 TB RAM hosting big data tools like SAS, Grid R and Microsoft R

### Leading Brewing Company (Revenue Growth & Trade Management Team)
*Feb 2018 - April 2018*
**Promotional calendar recommender system**

- Developed Trade Promotion Optimization (TPO) tool on 3-tier architecture to recommend 5-week promotional calendars & take holistic data driven decisions while optimizing the investment allocation & maximizing unit sales or revenue

### Asian Flag Carrier Airline
*Oct 2017 - Jan 2018*
**Airline passenger segmentation**

- Helped the clients to understand the kind of passengers engaging with their business by creating Customer Segments. In segmentation process we used both supervised (decision tree) and unsupervised (k-means) algorithms

### E-commerce Business (Global Customer Insights Analytics Team)
*July 2015 - Sept 2017*
**Performed various analysis to observe customer behavior, using transactional and clickstream data**

- Created six customer segments based on their demographics and further divided each into various clusters, using K-Means algorithm, based on their transactional and visitation behavior
- Created an R Shiny tool to show summary of customer engagement with business, based on more than 100 metrics. This tool was one of the most consumed tool among clients
- Analyzed customer's behavior from various lenses based on their visit pattern (using click stream data). The analysis helped clients to focus on improvement of email marketing contents
- Performed lift analysis on transactions of customers showing omni-channel presence. This helped business to understand customer loyalty based on their omni-channel presence

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