Rishabh Khurana

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Introduction

Hands on Data Scientist with 8+ years of advanced analytics experience in developing impactful predictive solutions for Fortune 500 companies across Healthcare, and Retail industry. Silver medal winner in Kaggle data science competition.

Education

Michigan State University, MI, U.S.	**Dec '17**
Master of Science in Business Analytics, GPA 3.8	
Georgia Tech Institute of Technology, GA, USA	**Apr '25**
Online master's in computer science (Machine Learning)	
Guru Gobind Singh Indraprastha University, Delhi, India	**Jun '11**
Bachelor of Technology in Electrical Engineering, GPA 3.7	

Work Experience

Decision Analytics Consultant, ZS Associates, New York City, NY, USA　　　　　　　　*Mar'22-**Present***

- Designed **Field Suggestions** (FS) in Veeva system by leveraging advanced analytics to trigger relevant insights & suggestions for sale Reps. to take action on, utilizing product weights, customer value index, timeliness, severity, Rep. feedbacks.
- Implemented **Next Best Action** (NBA) for US brand markets to create an optimized customer journey by predicting the next customer target, channels, content and cadence using AI/ML algorithms trained on historical sales and engagement data, leading to an increased customer engagement.
- Led **Market Mix Modeling** (MMx) for retail and non-retail brands to report distribution of activity, sales impact, and ROI for HCP and consumer channels.
- Built a decision framework to deliver **campaign experimentation** and test measurements across brands to enable a consistent and comparable evaluation.
- Carried out taxonomy classification for various brand assets required to build **Content Hyper-Personalization** model that generates modular content at prescriber level.

Sr Manager – Tiger Analytics, New Jersey, USA　　　　　　　　　　　　　　　　*Oct '21-Feb'22*

- Leading deployment of predicting HCP digital affinity scores at business unit level using R, and Dataiku.

Manager – Decision Science, Axtria Inc, New Jersey, USA　　　　　　　　　　　　*Apr '21-Oct '21*
Project lead, Sr Associate– Decision Science, Axtria Inc, New Jersey, USA　　　　　*Mar'18–Mar'21*

- Lead Marketing Mix Modeling for retail and Buy & Bill products to measure channels' impact on sales, ROI and optimize budget spend, using personal & non-personal promotion channels (HCP & Consumer) at DMA level, using advance regression.
- Performed Test & Control and Power analysis to measure effectiveness and strength of marketing campaigns for above project.
- Carried out COVID impact analysis and measured its interaction effect with other promotion channels, improving optimization by further 10% in implementing budget and sales scenarios for short-term and long-term sales as part of Marketing Mix.
- Created Accounts and HCP segments for targeting using Retail & Non-retail sales and medical claims data.
- Led the development of contract decision tool for payer contracting to predict the financial implications and spill-over effect brought by changing contracting levers (Tiers, Formulary, Co-pay etc.) in the Managed Care market.
- Conducted patient level switch-analysis for various franchises to find reasons behind switches such as volume leakage (claims approved or rejected), market trends, average out of pocket cost etc. for a given payer.

Business Intelligence analyst, Infosys ltd, Singapore　　　　　　　　　　　　　**Aug 2011- Nov 2016**

- Worked on various projects across retail and insurance industry, focusing on building dashboards to report key consumer metrics using SQL, Tableau and identify key characteristics of customer value segments using sales and demographic data.

Capstone and other Academic Projects

- Kaggle participations: kaggle.com/rishabh1khurana Won silver medal in a competition to predict Sberbank Russian housing market prices. Designed a convolutional neural network to classify the handwritten digits.

Skills

ML techniques	Time series analysis, Deep learning, Recommender Systems, Text mining, Data Warehousing, Markov Chain Models, Topic Modeling, CNN.
Technologies/Software	Python, R, Spark, Scala, SAS, Unix programming, AWS, Dataiku, TensorFlow.
Database/Analytics Tool	Tableau, SQL, Hive, Pig, Microsoft Excel, Informatica, Business Object.

- Area level winner: Toastmaster humorous speech contest. Competent Leader recognition, Toastmaster International.
- Awarded best vocalist at the university level. Senior Diploma in Indian classical music from Prayag Sangeet Samiti.