

SHIKHAR KANASKAR

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PROFILE

- A data savvy individual with **2.5+ years of experience** in **analytics** and **data science** industry, specialized in solving unstructured business problems using Machine learning, Statistics and Analytics. Proven strengths as a team player with excellent communication and presentation skills.
- **Programming Languages and Tools:** Python, SQL, VBA, SAS, Java, C++
- **Data Science Algorithms:** Linear & Logistic Regression, Decision Tree, Random Forests, Gradient Boosting, KNN, Clustering, K-Means, A/B Testing, Time Series Forecasting
- **Analytical & Visualization Tools:** Jupyter Notebook, Tableau, PowerBI, AWS Redshift, Snowflake, Databricks, SAS Enterprise Miner, MS-Excel, MS-Power Point, MS Project

EDUCATION

Purdue University, Krannert School of Management **West Lafayette, IN**
Master of Science in Business Analytics and Information Management (GPA 3.7/4.0) *May 2023*
• Relevant Courses: Business Analytics, Computing for Analytics, Data Mining, Database Management Systems, Data Visualization, Cloud Computing, Natural Language Processing

Vellore Institute of Technology (VIT) **Vellore, India**
Bachelor's in Technology, Mechanical Engineering (GPA 4.0/4.0) *June 2020*

PROFESSIONAL EXPERIENCE

Krenicki Center for Business Analytics & Machine Learning (Part time) **West Lafayette, IN**
Business Analytics Consultant *July 2022 - Present*
• Partnered with an international consumer product company to perform **causal analytics** on business franchises to identify KPIs affecting their performances
• Forecasted likelihood of success for new business franchises using **predictive modelling** and **visual analytics**

ZS Associates, Inc. **Pune, India**
Decision Analytics Associate *January 2020 – June 2022*
• Partnered with top healthcare companies and delivered **12+ analytics projects in sales and marketing domain**
• Executed **launch analytics** and **Go-To-Market Strategies** for a new multi-billion-dollar product in cancer market
• **Optimized** marketing team's effort by 15% Q.o.Q for pharma client through data science and analytical solutions
• **Assessed** impact of COVID-19 on marketing activities and recommended strategies for client to optimize digital channels like email promotion, notifications, DTC Campaigns, social media engagements and third-party apps
• Synthesized insights from market research, performed A/B Testing and segmentation to study customer behavior
• Developed tools in **Python and VBA**: automating manual work to improve time efficiency by more than 50%
• **Built an excel-VBA coded dashboard** for assigning optimum number of sales calls to customers while maximizing revenue and minimizing marketing cost (Sizing and Call Planning)
• Spearheaded new employee onboarding in team: **provided Excel, Python and SQL training** to new joiner
• **Collaborated** with **cross functional team** from cloud, operations, product managers for delivery of projects

PROJECTS

Attitudinal Customer Segmentation (ZS Associates)
• **Predicted** target customer's attitudinal **segments** for a client's newly launched product by training on survey data
• Processed **patient level data** in **SQL** and created prediction model through XGBoost in **Python**

Market Segmentation and Go-To-Market in Banking (Datathon)
• **Segmented customers** using K-means for a bank to open its branch in Nebraska
• **Analyzing** potential high risk customers, high risk territories, etc. for the market using geographic and mortgage data

LEADERSHIP ACTIVITIES, CERTIFICATIONS AND HONORS

- **Tableau Desktop Specialist** and **AWS Cloud Practitioner Certified**
- **Lead a team of 36+ volunteers** to organize a global intercultural fest - Riviera'2018 (College Fest at VIT)
- **President** of VIT University's official Yearbook and Communications, **leading a team of ~20 members**
- Secured **2nd Rank** in University of Toronto's **Rotman MMA Datathon' 2020**
- **Published** two case studies in optimization at a UK based Journal: thecasecenter.org - Optimizing a Hospital's Process Flow using CPM and PERT ([Link](#)), Mumbai's Tiffin Box Logistics Study ([Link](#))