

# SHIKHAR KANASKAR

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## PROFILE

- **3+ years of experience** in **data science** and **analytics**, specialized in solving unstructured business problems using **machine learning & statistics**. Proven strengths as a team player with excellent communication and presentation skills
- **Programming:** Python (Pandas, Numpy, TensorFlow, Keras, Scikit-learn), SQL, SAS, Java, Tableau, AWS, VBA
- **Modelling Algorithms:** Linear & Logistic Regression, Decision Tree, Random Forest, SVM, K-Means, Gradient Boosting, CNN, ANN, RNN, LSTM, Time Series Forecasting (ARIMA)
- **Platforms:** Jupyter, MySQL, Tableau, AWS Redshift, Snowflake, GCP, PowerBI, MS-Excel, MS-Power Point

## 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: Statistics, Computing for Analytics, Data Mining, Database Management Systems, Data Visualization, Cloud Computing, Natural Language Processing, IT Project Management

### Vellore Institute of Technology (VIT)

Vellore, India

Bachelor's in Technology (GPA 4.0/4.0)

June 2020

## PROFESSIONAL EXPERIENCE

### Krenicki Center for Business Analytics & Machine Learning (Part time)

West Lafayette, IN

Data Science Consultant

July 2022 - Present

- Partnered with an international consumer product company to perform EDA and causal analytics using Shapley values on business franchises to identify KPIs affecting their performances
- Forecasted likelihood of success for new business franchises using supervised learning and ensemble of multiple machine learning model using bootstrapping, achieving **74% F1 Score**
- Segmented mature business franchises **using dynamic time wrapping** based clustering by studying their trends

### ZS Associates, Inc.

Pune, India

Decision Analytics Associate

January 2020 – June 2022

- Partnered with top healthcare companies and delivered **12+ advanced analytics projects for sales and marketing**
- Executed launch analytics and Go-To-Market for a **new multi-billion-dollar product** in cancer market
- Predicted target customer's attitudinal segments for a client's newly launched product by training on survey data
- Processed **high volume patient level data** in **SQL** and created classification model through XGBoost in Python
- Optimized marketing team's effort by **15% quarter on quarter** for a pharma client through machine learning solutions
- Wrangled **web data** such as click rates, open rates, time spent, etc. for websites, email promotion, notifications, DTC Campaigns, social media engagements and third-party apps in SQL and modelling in python to create actionable insights
- 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%**
- Spearheaded new employee onboarding in team: **provided Python and SQL training** to new joiner
- Collaborated with cross functional team from cloud, operations, product managers for delivery of projects

## PROJECTS

### Text & Image Classification for Craigslist using GloVe and MobileNet Architecture (Academic)

- Recommending **NLP based solution** to improve the user experience by removing misclassification at **98% accuracy**
- Ensembled text and image model embedded with pretrained **MobileNet architecture** into CNN layers for classification

### COVID Intel Engine Dashboard (ZS Associates)

- Built one stop Tableau based KPI **dashboard** for analyzing impact of COVID-19 on client's product portfolio
- Established an **end-to-end data pipeline / ETL** in AWS SQL Server and market trends through **SARIMA** in Python

## LEADERSHIP ACTIVITIES, CERTIFICATIONS AND HONORS

- **Lead a team of 36+ volunteers** to organize a global intercultural fest - Riviera'2018 (College Fest at VIT)
- **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](#))
- Certifications: AWS Cloud Practitioner, Tableau Desktop Specialist, Six Sigma Green Belt Certified
- **3<sup>rd</sup> Rank** among 45 teams in Purdue's Data Mining Kaggle Competition
- Secured **2<sup>nd</sup> Rank** in University of Toronto's **Rotman MMA Datathon' 2020**