# SHIKHAR KANASKAR

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## PROFILE

- A data savvy individual with **2.5+ years of experience** in **analytics** and **data scienc**e 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**: Tableau, Jupyter Notebook, PowerBI, AWS Redshift, Snowflake, Databricks, SAS Enterprise Miner, 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 3.8/4.0)*　　　　　*May 2023*

- Relevant Courses: Business Analytics, Computing for Analytics, Data Mining, Database Management Systems, Data Visualization, Cloud Computing

**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**

**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 wrangling / **ETL** in **AWS SQL Server** to visualize real-time impact on products
- Forecasted market trends, product sales and COVID-19 cases through SARIMA in **Python**

## LEADERSHIP ACTIVITIES, AFFILIATIONS AND HONORS

- **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**
- **Mentored** underprivileged kids as a part of Non-Profit Organization – Becoming-i-Foundation
- 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)*