

Shivam Pahuja

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Technical Skills

- Digital Marketing, Market Research, Data Mining, Data Analysis, Data Pipelines, Statistical Modeling, Machine Learning, Project Management
- Python (Sklearn, Pandas, NumPy, SciPy, Flask), SQL, AWS, Git, Docker, Jenkins, Tableau, Google Analytics, Conductor, Sprinklr, Similar web

Professional Experience

Omnichannel Data Analytics Manager Philip Morris International HQ, Switzerland

Aug 2020 – Present

- Coordinated monthly senior management updates providing them insights and analysis on progress against the organization's objectives
- Led the omnichannel measurement and insights initiative for key portfolio launch (IQOS Iluma) by providing data-driven recommendations addressing key consumer pain points and delights to maximize acquisition and retention and setting up KPIs and targets
- Conceptualized and developed a portfolio recommender tool based on taste profiles and implemented it with the operations team for 50+ markets
- Orchestrated a digital research project leveraging online search data to better understand how consumers are searching for the brand/category and provided recommendations on how to drive content and programs based on the findings
- Won 2 awards for accomplishing measurement framework setup and for modeling normalcy index to monitor consumer behavioral patterns during pandemic

Data Scientist, Philip Morris International HQ, Switzerland

Aug 2019 – Aug 2020

- Established "one-stop-shop" for company-wide **KPI measurements and root cause analytics** across online and offline sources
- Formulated online **channel attribution models** coherent with strategic growth plans
- Built **operational analytics** suite for senior management to ensure consistent and brand-complaint consumer experiences across 50+ countries
- Formalized **digital capabilities** offered by digital function and produced quantitative cost & revenue-based model. Devised a tool which uses these models for **market success program** to define digital strategy for over 50 countries yielding \$70M
- Facilitated data migration into **consumer 360** view & modeled **consumer segments** for global campaigns lifting NPS score by +5.2%
- Implemented '**voice of consumer**' for 8 more countries across the globe

Enterprise Data Scientist, Philip Morris International, Japan

Jan 2019 - Aug 2019

Associate Data Scientist, Philip Morris International, Japan

Mar 2018 - Dec 2018

Voice of consumer (won ABCD award for most innovative project & Presented the project to CEO and COO of PMI)

- Created supervised machine learning models (SVM, XGBoost, AutoML, word2vec) to predict topic and sentiment
- Built end-to-end tool to convert social media chatter into data-driven insights and worked on creating command center strategy for IQOS care
- Created data pipelines in AWS and state-of-the-art annotation tool
- Built and operationalized **Fraud Prevention Engine** for East-Asia cluster which accounted for over \$25M in savings by preventing fraudulent use of loyalty program coupons and reseller activities
- Convened design thinking workshop with Australian pricing team to develop statistical model and an actionable diagnostic tool for **Price Recommendation** facilitating them to make data-driven pricing strategies worth over \$30M
- Headed **Out of Stock Prevention** project for Malaysian market which prevented \$12M in projected losses. Leveraged time series and operational research models

Data Science Engineer, Rakuten, Japan

Jan 2017 – Mar 2018

Consumer DNA and Growth Hack Platform (won the most valuable data product in Rakuten 2017)

- Designed and developed backend machine learning models, scalable data pipelines, and APIs for **Consumer DNA** and **Growth Hack Platform** capable of doing personalized targeting, A/B Testing with bandit optimization and provide business users detailed reports of their campaigns for over 100M consumers (Airflow, Hive, Python, MySQL)
- Researched and modeled **Recommendation System** for Rakuten's travel and merchant website using consumer click and impression stream data (utilized Word2Vec) which amplified conversion rate by +4%
- Developed ad-hoc Look-alike model using consumer data to expand targeted marketing for new products on e-commerce platform

Data Science Engineer & Lead, Hikari Tsushin Inc., Tokyo

Nov 2014 – Dec 2016

- Created **consumer propensity model** models using random forests and CNN to uncover trends and relationships in data. Designed visual representations of data for clear and concise communication of findings about customers and products to drive growth of conversion rate by 8%
- Initiated and headed integration of the pentaho **business analytics** suite with operational, financial, and HR survey datasets and created various automated dashboards and communicated actionable learnings to senior stakeholders
- **Led team of 7** to build and maintain **data warehouse**. Established best practices around data ETL and management and provided self-served analytical datasets resulting in cost reduction of 20M JPY

Big Data Developer, Times Internet Limited - Internship

Jun 2013 – Nov 2013

- Analyzed and developed complex rule-based User Profiling system for dataset of over 50M consumers (JAVA, Mongo DB, Spring Framework)
- Developed a scalable Newsletter mailing service which can track user interactions (JAVA, Spring Framework)

Education

Delhi College of Engineering, India

Aug 2010 – Aug 2014

Bachelor of Engineering Electronics and Communication

- Co-organized several arts and robotics competitions & Led operations for the university annual festival events

Certifications

- Google Advanced Analytic, Certified Scrum Developer, Oracle Certified Associate Java & SQL, DataCamp License for Data Analysis and Statistical Inference & Machine Learning, Japanese language proficiency test

Personal

Have lived in multiple cities across India, Japan, and Switzerland. Avid Tech enthusiast and Mathematics Olympiad rank holder. Enjoy painting, photography, and classic dry gin