Shubham Bansal

Analytics Manager

Willingness and Curiosity to learn new things would keep me engaged for life, with 9 Years of experience in Data Science and Analytics across multiple industries and functions, ready to make an impact in my future endeavours.

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WORK EXPERIENCE

Analytics Manager
Flipkart

07/2021 - Present   *Bengaluru*
Ecommerce platform for multiple categories
Achievements

- **Team management** and mentoring juniors on analytics and data science projects within the customer experience team.
- **Led** a project on qualitative analysis of social media posts at scale using **Large Language Models (GPTs)** and deliver actionable insights through unstructured data
- Closely worked with Customer experience product team in defining **key strategies for enhanced customer experience.**
- **Ran A/B tests for multiple experiments** defining scale-up of critical in-app features.
- Performed statistical observational studies to **measure impact of policies**, issues on future customer engagement and behaviour.
- Collaborated on multiple **ML models like Churn Prediction Model.**
- **Reduced platform imperfections** such as Returns, Delivery Breaches etc. by 30% through collaboration with operations and product teams which

Senior Data Analyst
Grofers India Pvt. Ltd.

01/2020 - 06/2021   *Bengaluru*
Online Grocery Delivery Platform
Achievements

- **BAU** - Leading a Team of Data Analysts for the Warehouse function to solve day-to-day problems and long term strategies for the supply team at Grofers
- **Order Processing Prediction -** Successfully created and deployed multiple machine learning models specifically LightGBM and Catboost for prediction of processing time of orders received, improving manpower and inventory planning at the facilities

Assistant Manager - Analytics
Goibibo (Makemytrip)

08/2018 - 01/2020   *Gurgaon*
Online Hotels and Flight Bookings Platform
Achievements

- **Clustering - I**mplemented hierarchical and k-means clustering in respective use cases which led to the development of important strategies to achieve an advantage over competition in identified hyper locations and improved performance metrics of their respective business development managers.

Associate Consultant
KPMG India

07/2016 - 07/2018
Achievements/Tasks

- **Consulting**: As a business intelligence consultant, I had worked with multiple clients across domains such as **Life Sciences, Banking, Electricity distribution** and Telecommunication to provide them with actionable insights through automated reports using **Power BI, Qlikview and Tableau**

SKILLS

Python   SQL   Statistics   LLMs

Team Management

Product Analytics   Machine Learning

Prompt Engineering   R Programming

RAG   Hypothesis Testing

Classification, Regression   Clustering

Forecasting

EDUCATION

Indian Institute of Management - Bangalore(IIM B) (06/2019 - 06/2020)
Business Analytics and Intelligence BAI - Executive Program

Thapar University (07/2012 - 07/2016)
Bachelor of Engineering (B.E.)

HONOR AWARDS

Mission Impossible - Award (2022)
Flipkart

- For exceptional performance during customer centric projects such as instrumentation of customer pain and personalisation charters

Grofers Knight
Grofers

- Awarded for exemplary performance for a significant role in reducing the supply chain losses by 25 %

Rising Star
KPMG

- For an extraordinary performance during the first 6 months of Joining was honoured with the Rising Star award