Suraj Patil

Business Analyst with over 1.5 years of experience partnering with world's largest retailer delivering data-driven insights and providing actionable solutions to business problems via predictive and descriptive analytics.

✉ surajpatil_95@outlook.com

📞 9967137758

📍 Bengaluru, Karnataka

github.com/supatz

EXPERIENCE

Mu Sigma | Business Analyst
JULY 2017 – PRESENT (~1.5 Years)

PROJECTS

Customer Analytics and Insights team of world's largest retailer
Customer Targeting Framework
- For the biggest marketing initiative of the decade, the retailer wanted to drive better targeting to improve customer acquisition and retention for their click and mortar business
- Using **classification models**, built a framework to facilitate personalised targeting to achieve **higher conversion rate**. Used customer interaction points across different shopping channels to identify the potential customers and predict their propensity to shop
- For better targeting with email, built a multiclass Random Forrest model to predict propensity to interact with emails. Different interaction levels like ignored, opened, opened and clicked were identified
- This revolutionized the way retailer was targeting customers, with an increase in the conversion **rate from less than 1% to 6%** for their email campaigns

Loyalty Campaigns
- Retailer wanted recommendations on whether certain loyalty campaigns should be discontinued
- Measured the effectiveness of an interest-less instalment program offered during the Holiday season by looking into attributes like Halo Effect, Customer demographics, Wallet share, Spend deciles, etc
- Evaluated an app based loyalty program using **Test-Control** to understand the incremental revenue. Actual ROI was calculated by considering various cost functions and campaign's ability to act as a segue to other shopping channels
- The programs were **continued for another year** as they were identified to be playing a major role in customer acquisition & retention and were catering to specific ethnic groups

Holiday Planning Division of world's largest retailer
Holiday Season and Annual Event Analyses
- Worked as a part of ideation, development and roll out of a completely automated, self-service decision board using Tableau and Hive to enable quick decision making across multiple business verticals during the most critical Holiday season sale of the retail year. This decision board is used by more than 100 business stakeholders and reduced the number of descriptive analysis by around 60%
- As a key member and the go-to-person of the "*Rapid Impact*" team designed to deliver on high priority requests, delivered multiple ad-hoc projects with remarkably quick turnaround time

Customer lifetime value
- Built a framework to predict the lifetime value of a customer using the past spend and engagement patterns (using Markov's Chain)
- The model was able to predict accurately up to 5 years

Text Analytics
- Retailer wanted to analyze the sentiments of customers based on their reviews for various apps
- Performed **Topic Modelling** on customer feedback data in **Python**(using NLP) to identify the customer pain points and areas of improvement
- Provided **actionable recommendations** like dedicated pick-up counters for elderly/physically challenged and introduction of a section for special instructions like **pickup timings or packing specifics** thereby taking the customer experience up by a notch

TECHNOLOGIES
SQL (Hive,Teradata,Spark)
Python
MS Excel
R (Basic)
Tableau (Basic)
R shiny (Basic)

DATA MINING & STATISTICS
Hypothesis Testing/
Hypothesis Validation
Multiclass/Multi-label
Classification
Test and Control

EDUCATION
Sardar Patel College of Engineering, Mumbai
(CGPA: 7.74) 2013 – 2017

R K Talreja College, Ulhasnagar(XII)
(Aggregate: 74%)

Holy Family Convent High school (X)
(Aggregate: 83.64%)

ACCOMPLISHMENTS
Spot Award "for showcasing great speed in ramping up on new data sets and increasing the benchmark for the whole team. Also helped in delivering faster value to the customer. "
July 2018

Mentored trainees in a month long training program concerning problem definition and representation, problem solving and solution presentation.
August 2018