**Suraj Patil**

Business Analyst with 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.

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Bengaluru, Karnataka

[github.com/supatz](https://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

- In addition to this, worked on Collaborative filtering to target customers by recommending items which they are most likely to buy (using ALS algorithm)

- 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 Generalized Additive Modeling)
* The model was able to predict accurately up to 5 years

**Text Analytics**

* Customer wanted to analyze the sentiments of customers based on their reviews for various apps
* Performed **Topic Modelling** on customer feedback data in **Python** to identify the customer pain points and areas of improvement
* Provided actionable insights like continuation of a loyalty program, addition of payment option, integration of account wallet in all apps

**TECHNOLOGIES**

SQL (Hive,Teradata,Spark)

Python

MS Excel

R (Basic)

Tableau (Basic)

R shiny

**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