Bengaluru, Karnataka - 560001

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PROFESSIONAL EXPERIENCE — 4 Years 3 months

Senior Executive, Data Science — Nielsen, Bengaluru — Jan 2019 – Till Now

Project: Automotive Client [Team strength: 1]

- Helped a Global Automotive client to improve their sales and Brand Equity through Multivariate regression modelling with the objective to quantify short term and long-term ROI and contributions from Promotional and Media activities in scoped markets.
- Increased their Brand Equity index by 2 percent points, and overall marketing ROI by 25% with our recommended strategy.
- Run various Deep-Dives (Digital, TV, OOH) to determine the effectiveness and ROI for a subpart of the media execution. Optimized the Flighting Pattern of different media tactics.
- Performed Response Curve Analysis to optimize the marketing budget in order to maximize sales uplift for the client.

Project: Brand Driver Analytics [Team strength: 1]

- A two-staged prescriptive analytics solution that aims at quantifying the effect of planned investments in Media marketing and Trade on Brand sales.
- Stage-I involved forecasting core sales volume later used in Stage-II to simulate with the media plans to find forecasted incremental sales from media and trade.

Senior Systems Engineer — Infosys Limited, Pune — July 2016 – Dec 2018

Project: Credit Risk Bank cards [Team strength: 6]

- Bank offers a wide variety of credit cards for customers, and it evaluates every new profile before approving the card to check if the customer is a potential defaulter or not. Using historic data available, predictive analytics models are created to predict the future behavior of a new customer.
- Treated missing data via value averaging/interpolation.
- Created classification models using Xgboost, C5.0, Decision Trees for predicting whether to issue a credit card to the new customer or not.
- Ensemble Logistic and Decision tree, random forests model to increase robustness of the model.
- Performance measuring of classifier models using **confusion matrix, ROC curves, Precision-Recall** etc.

Project: Health-Care Client [Team strength: 4]

- Developed an intricate predictive data model that was used to predict the Dead-on arrival of any machine by using methods like SVM, Ensemble Method, Xgboost, Decision Trees and Random Forests.
- Improvised model performance using PCA (Dimensionality reduction).
- Created classification models using Xgboost, C5.0, Decision Trees, SVM and Random Forests Algorithms.
  Quantifiable results:
  Propelled 2-year revenue growth increased by 5%.

Technical Expertise

Languages & scripting: Python, R, SQL, Jupyter notebook, Spyder, R-studio, MS Excel, MS-SQL

Data science Toolkit:

- Python Modules: Stats, NumPy, Pandas, Matplotlib, SciKit-Learn, Seaborn, Exploring Pyspark (Apache Spark)
- Machine Learning & Visualization: Linear Regression, Logistic Regression, Classification using KNN, Decision Tree, Random Forest, Xgboost, SVM, K-Means clustering, Power BI, Exploring Tableau 10
- Statistics: Statistical understanding of model, Model Interpretation, overfitting, under fitting, hypothesis testing

Education

B. E.	Govt. Engineering College, Jabalpur (M.P.)	7.68	2016
HSC	Tilak Rashtriya H.S. School Katni (M.P.)	89.2%	2012
SSC	Saraswati H.S. School, Katni (M.P.)	94%	2010

Achievements and Awards

- Independently lead projects to closure for the country like Belgium, France, South Korea
- **Appreciated by Clients** and managers numerous times for issue handling and quick problem solving.
- **INSTA award:** Awarded Bravo prize for outstanding performance in Infosys.
- Participated in Nielsen MMM Hackathon (Predicting Customer Churn for a Telecom company)
- Participated in Infosys XPO Logistic Hackathon (Predicting Fair price)

Extra-Curricular activities

- Volunteered at TEDx event organized in college (Core team member)
- Selected for 'Mission Excellence' (Vigyan Manthan yatra) organized by MP Government in 2011
- Interests: Playing Badminton, Traveling