Kunal Gaurav

Data Scientist

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Personal Info

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Date of birth
17/03/1996

School: Sainik School, Bhubaneswar

College: MS Ramaiah Institute of Technology

Skills & Awards

MACHINE LEARNING:

Linear Regression | Logistic Regression | Decision Tree | Random Forest | KNN | Time Series Models | Gradient Descent

STATISTICS:

Hypothesis Testing | Sampling | Bootstrapping |Stratification Methods

SOFTWARES & TOOLS:

R | Python | SQL | MS Excel | R Shiny

SOFT SKILLS:

Effective Communication skills

Awards

Spot Award for Driver's Model | Published an IEEE Paper on Real Time Communication for PHEV

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2 years of experience in data analysis, defining business problems, developing analytical solutions & enabling decision making for business leaders across fortune 500 companies.

EXPERIENCE

Data Scientist *Mu Sigma Inc., Bengaluru (March 2019 - Present)*

E-commerce Industry | Shoe & Clothing E-retailer in USA

Purchase Probability

1. Identified the potential purchase capability of a visit on any product using **SUPERVISED LEARNING** methods.
2. Predicted the PROBABILITY OF PURCHASE at each activity of the user and analysed the drop and rise in probability of purchase using **MARKOV CHAIN MODELLING**.

Driver's Model for understanding features driving review

Worked on identifying the list of features which drive the review and used the same to build a **MACHINE LEARNING** model which can give weightage to each features as well as eliminated features which are not driving the review

Customer Lifetime Value Prediction

PREDICTED the sales of customer for the upcoming year by using previous year sales data and incorporated external regressor in the model to remove the bias due to bulk purchases as well as seasonality

Demand Forecasting

Predicted the sales of products for the upcoming quarter based on the sales of the product in the last year using **TIME SERIES MODELS** (ARIMA, PROPHET etc.)

Campaign Design & Measurement

Closely worked with the marketing team in identifying the target customer base for marketing campaign & measuring the impact of campaigns

A/B Testing

Facilitated data-informed decisions for UI/UX team to optimize the impact of design experiments through **STATISTICAL HYPOTHESIS TESTING**

Associate Product Engineer at Harman Connected Services, Bengaluru (July'18-March'19)

Worked on python 3.x to develop an automated tools which can check the test file automatically

EDUCATION

2014-2018   **Bachelor's in Electrical and Electronics Engineering MS Ramaiah Institute of Technology** (8.86 CGPA)