

Shrey Shah

Analytics & Decision Science Professional

DESCRIPTION

3 years of analytics experience across digital ad-tech and retail customer engagement. Skilled at applying quantitative analyses, statistical models and machine learning on scale to solve business problems.



Hometown

Surat - 395009
Gujarat



PHONE

+91-95377-28145



EMAIL

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EXPERIENCE

Sep-17 – Ongoing

Senior Business Analyst • Dunnhumby Analytics • Gurgaon

- Developed hierarchical predictive models to predict customers' next purchase across 800+ categories for a retail store using a blend of logistic regression, random forest and GBM
- Developed Recommender System models based on collaborative filtering to predict likelihood of product acquisition at brand – product family level
- Responsible for generating targeting algorithms, campaign measurement and management
- Solved campaign funding transparency issue by creating vendor dashboard in Tableau

Sep-15 – Sep-17

Decision Scientist • Mu Sigma Analytics • Bangalore

- Conceptualized a framework to define and track User Engagement for a leading content publishing website. Developed an Automated Power BI dashboard to monitor the same
- Led a team of three analysts to develop a competitor intelligence pipeline, with python web scraper and machine learning based (Naïve Bayes Text Classifier in Azure ML) filter to pick most relevant articles
- Applied statistical modelling (Lasso Regression in R) to decode valuation of open market digital ads and used the same to benchmark performance of reserved ad placement
- Worked in a team of five to develop a strategy to mitigate the unsold inventory for a leading display advertising client, using Random forest regression in R to figure out feature importance and modelled Sell-Through-Rate as linear regression
- Worked on various automation using VBA Macro, PowerShell script

SKILLSET

High Proficiency:

- ✓ Python, PySpark, SQL, Excel, SCOPE for analyses
- ✓ Power BI, PowerPoint for visualization
- ✓ Hypothesis Testing, Design of Experiments, Regression

Modelling, Decision Trees, Random Forest, Boosting, Bagging

Intermediate Proficiency:

- ✓ R for analysis, VBA, PowerShell for automation
- ✓ Tableau for visualization

RECOGNITION

SPOT Award for creativity displayed in streamlining data flow and thereby reducing report development time by 80%

EDUCATION

NIT-Surat, B.Tech - Mechanical Engineering, CGPA 8.2