

SHOBHIT ARJWANI

Data Scientist

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Data Scientist having 2+ years of experience in solving complex problems across CPG, Retail, BFSI and Pharmaceutical domain for leading Fortune 100 clients. Leveraging cross-domain expertise, advanced analytics and solution designing skills to aid businesses in driving critical decisions across different business functions

SKILLS

Problem Solving	● ● ● ●
Data Analysis	● ● ● ●
Statistics	● ● ●
Storyboarding	● ● ● ●
Advanced Analytics	● ● ●
Leadership	● ● ● ●

TOOLS & TECHNOLOGIES

Data Querying/Manipulation:

SQL, MS Excel

Data Processing and Modelling:

R, Python, MS Excel

Reproducible Notebooks:

Jupyter Notebooks, R Markdowns

Data Visualization:

R, MS Excel, MS PowerPoint, Tableau (Basics)

Campaign Management:

Google Ad Words, Google Analytics, Facebook Business Manager

EXPERIENCE

Data Scientist | (November 2016 – Present)

Mu Sigma Business Solutions

Roles and Responsibilities:

- **Business strategy consultation** and **analytical solution designing** based on data-driven problem solving
- **Active interactions with business stakeholders** throughout the engagement journey
- **Business development and expansion** through identification of latent business needs and guidance around latest analytical trends
- Project scaling and optimization through **process flow enhancements** and **end to end automation**
- Organization building through **cross learning initiatives** and **mentor-ship programs**

Project Highlights:

- **Sales and Promotion Analysis:** Helped a major CPG client's internal analytics team in better **aligning their sales targets** and **promotional budgets** across their product portfolio for India market
- **Sales Pressure and Pricing Assessment:** Aided a top autoparts retail client's sales and pricing team in gaining better visibility into the **areas of sales decline**. Assessed the **effectiveness of recent pricing strategies**
- **Data Sourcing and Strategy:** Supported data sourcing and management team of an Asset Management firm in strategic **data sourcing decisions** to aid better informed investments
- **Data Compliance Management:** Enabled a Fortune 100 Pharmaceutical client's compliance team in **monitoring** and addressing the **data quality issues** around HCP transactions and setting up processes to **improve the issue resolution**

Key learning and Achievements:

- Understanding the importance "**art of problem solving**" which involves structured problem definition and prioritization to generate greater value for stakeholders
- Leveraging interdisciplinary learning with project experience across multiple domains including **CPG, Retail, BFSI** and **Pharmaceuticals**
- Multiple **Spot Awards** and **Client Appreciations** for delivering high quality work and showcasing thought leadership
- Trained and mentored **25+** Trainee Decision Scientists throughout their induction journey

EDUCATION

B.E., Information Technology

SGSITS, Indore

CGPA: 8.4

12th (PCM) – CBSE Board

Campion School, Bhopal

Percentage: 93%

10th – CBSE Board

Campion School, Bhopal

CGPA: 9.6

CERTIFICATES

Decision Scientist - Certification by

Mu Sigma University

Business Analyst Intern | (September 2016 – October 2016)

Merkel Sokrati

- Part of Commercial SEM team handling **digital marketing portfolio** of e-commerce clients
- Managing their **search and display campaigns** across multiple channels primarily over **Google** and **Facebook**

Procurement Apprentice Intern | (June 2016 – August 2016)

VIKRAN Engineering & Exim Pvt Ltd.

- Part of procurement team managing procurement for the entire MPPTCL Rewa Project (Rs 75 Crore net worth)

PROJECT OVERVIEW

Sales and Promotion Analysis

Trade Promotions Optimization/ Demand Forecasting/ Sales Driver Analysis

(Client: One of the largest CPG companies)

Key Impact:

- Suggested most optimum allocation of trade spends at channel-month level for the given products thereby reducing spends by **~15%**
- Forecasted demand and sales for the given set of products to better align their **2019 targets** and also factored for macro-economic changes in the forecasts
- Analyzed the **drivers of sale** for given set of products to design better promotional strategies across different channel

Sales Pressure and Pricing Assessment

Sales Pressure Analysis/ Customer Profiling/ Pricing Profile Assessment/ Store Analysis

(Client: Auto parts aftermarket giant in US)

Key Impact:

- Identified **drivers** and factors associated with **sales decline** across dimensions of customers, stores and products
- Analyzed **population characteristics** with high sales decline concentrations and **predicted** the stores and product lines with **most decline potential**
- Assessed the effectiveness of the recent **customer pricing profile changes** and suggested **corrective actions**

Data Sourcing and Strategy

Data Value Assessment/ Data Quality Framework

(Client: American Asset Management Firm)

Key Impact:

- Assisted in client's investment decisions by identifying **the potential value** add from **alternative data sources**
- Developed reusable tools on Jupyter Notebooks to perform the **data quality** and **value assessment** on varied data sources

Data Compliance Management

Data Quality Management/ Performance Tracking/ Alert System

(Client: one of the top pharmaceutical companies)

Key Impact:

- Created a **data quality framework** through rule-based engine to gain better understanding of the data quality landscape necessary for compliance
- Enabled tracking and addressing of issues through **performance motoring decision board**
- Set up automated periodic **alert system** to ensure upstream issue resolution which reduced the **cycle time** of issue resolution by **50%**