

TANAY SINGH

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SKILLS

Programming Languages/Scripting: Python, SQL, R
Big Data Technologies: Google Cloud Platform (GCP)
Data Visualization: Tableau, Metabase, PowerBI, Looker, Looker Studio
Data warehouse & Databases: Snowflake, SQL Server, MySQL.
Packages: Pandas, NumPy, Scikit-learn, Matplotlib, Requests, Plotly, Seaborn.
CI/CD & DevOps: Git, Confluence, Jira.
ML & MLOps: Jupyter Notebook, Regression, Clustering, Classification, NLP, RFE, Feature Extraction,
Industry Knowledge: GCP, Vertex AI, Looker, BigQuery, Statistical Analysis & Methods, Financial reconciliation, pharmaceutical, marketing, supply chain, A/B testing.

EXPERIENCE

Lead Consultant / Data Engineer | BharatPe

Jan 2024 - Feb 2025

- Applied SQL query optimization and software engineering best practices, leading to a **60%** reduction in SQL query response times
- Performed in-depth Exploratory Data Analysis (EDA) to unveil patterns and trends to support data-driven decision-making processes
- **Engineered a financial reconciliation system** reconciling **\$2.92B** across **676M** FY23-25 transactions using Python and advanced SQL techniques. Led and provided training to new recruits to build reconciliation on historical data.
- Created **Standardized ad-hoc** process flow to reduce ad-hoc project time by 19% and increasing interaction with senior management
- Built **12 financial dashboards** visualizing Key Performance Indicators (KPIs) and metrics using SQL on Metabase, Power BI, and Looker
- Upgraded an 18-year-old tech stack by migrating **22** reports from **AWS S3 to SQL**, reducing annual IT costs from **\$1.5M to \$235K** and increasing data accuracy by **34%**.
- **Spearheaded ETL and data engineering initiatives** on Google Cloud and leveraging GitHub for version control which reduced turnaround time by **22%**

Consultant | Deloitte

Aug 2022 - Jul 2023

- Established collected, cleaned, and aggregated retail, cosmetic and energy datasets. Created a standardized format for future data collection which improved operational efficiency by **46%**
- Automated management reporting using Excel VBA and Power BI, reducing reporting time by **30%** through **SAP** ERP integration.
- Developed supply chain strategies that cut new product launch time by **38%** using advanced data analytics in new markets.
- Built interactive dashboards in Power BI and Tableau from **20+** datasets, enabling real-time KPI tracking and demand forecasting.
- Translated business objectives and Key Results (OKRs) into technical specifications, design documentation, and optimal solutions

Lead Associate | WNS Global Services

Jun 2018 - Aug 2021

- Implemented analytics techniques to optimize client pharmaceutical offerings both online and offline boosting profit by **17%**.
- Leveraged **Power Query** and advanced Excel (**VBA**) to build excel reports tracking key metrics, cutting project turnaround time by **25%**
- Developed state-of-the-art statistical models in Python, including:
 - **Regression Models:** Forecasted trends and performance indicators.
 - **Clustering Algorithms:** Identified distinct customer and market segments.
 - **Feature Selection & Engineering:** Employed for predictive analytics and feature importance.
 - **Classification:** Conducted customer segmentation based on Recency, Frequency, and Monetary value.
- Delivered insights on industry market size, product categorization, competitor analysis, and price comparison, improving Business Intelligence (BI) metrics by **20%**
- Conducted rigorous **ROI analyses** for omnichannel retail marketing campaigns, achieving a **40%** increase in online sales
- **Mentored** and led a team of **4** new graduates in a training program focused on **Big Data** and **visualization** tools (Jira, SQL, PowerBI)
- Orchestrated A/B Testing for various marketing strategies, reducing marketing spend by **25%**
- Designed interactive **PowerBI Dashboards** to derive meaningful insights, leading to a **12%** increase in pharmaceutical product sales

Trainee Apprentice Leader | MuSigma Inc

Aug 2020 - Nov 2021

- Developed **segmentation models** using transactional data, demographics, and behavioral patterns to create targeted loyalty offers, achieving a **14%** increase in redemption rates.
- Implemented data-driven strategies through machine learning, decreasing churn by **15%** and boosting membership growth by **10%**.
- Designed interactive **Tableau Dashboards** to derive meaningful insights, leading to a **12%** increase in pharmaceutical finance sales
- Utilized **MySQL** for efficient data querying, ETL, and manipulations of **26 TB** of data streamlining data processing and enhancing data ingestion quality.
- Established **DataOps** for version control with git, data cleaning, data management, governance, and data lineage tracking for datasets
- Maintained integrity and compliance with clean data sets for **4** projects, contributing to a **15%** improvement in accuracy and reliability
- Collaborated with cross-functional teams, managed stakeholders, and gathered requirements for streamlined project communication

Senior Associate | Samsung

Aug 2020 - Nov 2021

- Developed **Campaign Analytics models** for Evaluated multi-channel marketing campaigns (SEO, SEM, email, social media) by tracking KPIs (user acquisition, conversion rates, brand familiarity), achieving a **15%** reduction in customer acquisition costs and boosting revenue.
- Applied MMM techniques to drive market research and optimize marketing channel effectiveness, successfully delivering analytical solutions for promotional strategies.
- Provided actionable business recommendations and optimized digital marketing channels (Facebook, Twitter, Instagram) via SEO, SEM, email analytics, and social media campaigns—resulting in a **30%** increase in website traffic and a **25%** boost in social media followers within six months.

EDUCATION

Master of Science, Data Science

Aug 2021 - Feb 2023

Liverpool John Moore University, Liverpool, England, UK

Relevant Coursework: Data Mining, Machine Learning, Machine Learning Operations, Natural Language Processing

Executive Post-Graduate in Data Science

Aug 2021 - Nov 2022

International Institute of Information Technology

Relevant Coursework: Data Mining, Machine Learning, Machine Learning Operations, Data visualization

Master of Business Administration (MBA) – Marketing

May 2016 - Apr 2018

Symbiosis International University

Relevant Coursework: Marketing techniques, Business Administration

Bachelor of Sciences – Business Administration

May 2012 - April 2015

IHM Pusa

PROJECTS

BikeSharing Analytics | [GitHub](#) : Deployed and Monitored real-time regression machine learning models and algorithms for BayWheels Lyft Datasets using Python, Vertex AI and BigQuery.

WebScraper | [GitHub](#) : Created a Webscraper tool to extract all datapoints for the San Francisco Area for any period that the user can choose. The webscraper was built on Jupyter Notebook in Python. It does not use API calls which allows for beginners to execute commands and increase user friendliness.