Adarsha Shrivastava
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Mid Level Assignments
Analytics

Proven interpersonal, communication and strong analytical skills, with the ability to work under pressure
Location Preference: Bangalore

PROFILE SUMMARY

- Graduated (2012) from **tier-1** Engineering college **Birla Institute of Technology, Mesra.**

- Total around 6 Years of experience which includes Global Data Scientist at **Diageo**, Data-Science at **Infosys** (Analytics)**, Shopmonk** (E-Commerce)**, XOXODay** (E-Commerce) & **Yazaki** erstwhile **Tata AutoComp Pvt Ltd** (Automotive).

- **Areas of Expertise**: Data Analytics, Regression Techniques, Machine Learning Tools, proficient with **Python, R, PySpark, Databricks, Big Data**

- PGP in Business Analytics (Jan-16 to Dec-16) from **Great Lakes Institute of Management, Chennai** and **Illinois Institute of Technology (USA).**

PRIMARY SKILLS

1.Python	2. R	5.Alteryx
3.PySpark	4. Excel	6.Big Data

ORGANISATIONAL EXPERIENCE

1. **Array Networks Bangalore – Data Science Engineer[07/20-present]**
Note: Looking for change early as I am more into Data Science, Data Engineer is not my profile. (Expectation could be same as recently moved)
- **Anomaly detection:** To develop model using Network logs to score every log with an anomaly score in order to identify the anomalous behaviour of user's activities at user-session level.
- **Policy Generation I (POC) –** Based on login hours of users to define the standard working hours of user-groups at location level.
- **Policy Generation II (POC) –** Based on resource access by user-groups at different location define the resource access policy which determines based on usage patterns which are the resources applicable for a particular user group.

2. **Global Data Scientist at Diageo**, **Bangalore [07/18-06/20]**

- **Outlet-Micro-Targeting :** Predict the Volume of Sales that will happen in all Outlets specially new one of North America for each Brand Variant Size on the basis of **historian data** of existing outlets and **demographics of outlet**. Tool used **PySpark, Python**

- **Category Management :** To recommend the correct Product mix for Store Chain at Price, Category level and Vendor level for Spirits. Tool used **Python**, **PySpark, Databricks**

- **Automating Analytics Project**: For rescoring on new data on Azure Databricks using PySpark.

- **Selling Analytics to client** : Understand the Internal Client business and suggest the optimal use of Analytics to solve the problem which is data driven.

3. **Analyst-Data Science at Infosys Limited**, **Bangalore [04/17 – 07/18]**
Key working areas:

- **Worked on predictive modelling for parcel delivery time of logistics client**: Developed the model from scratch on the Sample Data using Python and later productionize it on Azure using Pyspark. Used different Techniques like Feature Engineering and tried all the possible Algorithms like Random Forest, SVM, Linear Regression to attain the maximum accuracy and at best Model and Parameters to replicate it on Azure using PySpark. **Tools: Python and PySpark**

- **Predicting Customer Churn for Retail Store Chain :** To find the Probable Customer which are going to be churn on the basis of transaction patterns of customers. **Tools Used**: Pyspark

- **Text Processing of the Mail content to classify whether the mail is Promotional Mail or General Mail:** Used **PyPdf** and **Pytesseract** library to read the content of the pdf which are generated digitally or via general scan. Apply Text Mining rule to make DTM and make it as a supervised learning method to train the data and classify the new mail using the model. **Tools: Python**

- **Sales decomposition Modelling**: Retail based Sales Volume Decomposition Modelling where the effect of different drivers has been accounted for Sales Volume. Tools used: **R**

4. **Business Analyst at Shopmonk.com (E-Commerce), Bangalore [06/16 – 04/17]**
Key working areas:
- Analyse the data to report to management specific KPIs on monthly, weekly and Quarterly Basis.
- Develop **Predictive Modelling** on current customer Database to determine the **significant attributes** of the potential customer.
- RFM Modelling to Segment customers.

5. **Business Analyst at XOXODay(Intern) (E-Commerce), Bangalore [12/15 – 06/16]**
Key working areas:
- Handling account for prominent clients in terms of Data.
- Provide Insights of clients to Account Managers in terms of their past purchasing behaviour, budgets, purchasing trends, types of service or products they are interested in.
- Segmentation of the customer database on RFM models for Targeted Email Campaigns.
- Forecasting for coming quarter sales for A class services and vouchers.

6. **Operation Analyst at Yazaki India Ltd., Pune & Jamshedpur [10/12 - 05/14]**
Key working areas: Operation Analytics.
- Ensure Optimum Inventory by forecasting A class goods by ARIMA.
- Quantify the performance of prototype department in terms of different KPIs (i) Sales (ii) Sales/Man-hour (iii) Defects/No of Ckts (iv) No of Ckts Worked/Man-hour and report to Management.
- Management Reporting.

E D U C A T I O N

- **PGPBA** (Executive PG Certificate in Business Analytics) **Great Lakes Institute of Management & Illinois Institute of Technology (USA)**
Capstone Project: Market Basket Analysis and Product Sales Revenue Predictive Model for Retail Store chain. Worked on Live Data for Retails Store Chain based out of Chennai
    (i) To find the association between the products and to promote cross selling.
    (ii) To Predict the revenue for Top Selling SKUs so that Store Chain Owner plan accordingly.
Tools Used: R, Tableau.
Algorithm used: Market Basket Analysis, ARIMA
- **B.E**. (Production Engineering) from tier-1 Engineering College **Birla Institute of Technology Mesra**, Ranchi from **2008** to **2012** with 7.61 CGPA (76.1%).
- **CBSE 12th** from **Delhi Public School, Ranchi** in 2008 with 78.2%
- **CBSE 10th** from **Holy Mission High School, Samastipur** in 2006 **(97%** in Maths + Science**)**

EXTRA ACTIVITIES

- **Participated Analytics Vidhya Hackathons and secured 330 and 170 Ranks respectively.**
- **Participated in Data Hack Premier League on Analytics Vidhya.**
- Having My own blog Data Science Notebook. **https://adarsh1991.wixsite.com/datascience**

PERSONAL DETAILS

Date of Birth: 21.03.1991
Current Address: Bangalore, Karnataka
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