Abhishek Kumar

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Overview

- **Experience:** 6 years into Data science and Machine Learning with BFSI, Retail, Academics, Beverages and Non-profits
- **Team Lead:** Led team of 3 analysts for data based solutions for 15 portfolios and led upto 30 people in different roles
- **Analytics Expertise:** Data acquisition, analysis, modeling, visualization, insights, reporting, automation and story-telling
- **Skill Base:**
  Tools: Python, R, SAS, PosgreSQL, MySQL, Tableau, MS-Excel, MS-PPT
  Techniques: Linear Regression, Logistic Regression, Clustering, Classification, Decision Tree, Random Forest, SVM, KNN, Association- Apriori and Eclat, Bayesian, PCA, XG-Boost, Text Mining, Time Series, Reinforcement Learning, Deep Learning, Community Networks, Interpretable ML, Explainable AI
  Statistics: Descriptive Statistics, Inferential Statistics, Hypothesis Testing, T-tests, Chi-square, ANOVA
- **Valuable Experiences-** Organizing events, Team management, Training Professionals, Working in unorthodox situations

Experience

Volunteer (Pro bono), Isha Foundation, Coimbatore   **July 2019-March 2020**

A program for balance, intensity and clarity of mind, body & emotions through intensive yoga, meditation and volunteering

- **Marketing Analytics, Isha leadership Academy:** Developed the analytics framework and automated the report of various marketing efforts across multiple channels for the Academy. Streamlined the email marketing and social media engagement strategies. Set up the environment for Email marketing and reduced the cost by 80%.
- **Fund Raising:** Developed the framework for fundraising using offline and online channels and re-contacting donors.
- **Created datawarehouse** for maintaining the program data for 25000+ Isha meditators in the Western India region
- **Organizing member** of Isha Insights-2019 for 200 entrepreneurs and CEOs. Managed a team of 25 volunteers towards IT, digital and social media. Also worked to streamline the accommodation of Key Resource Lead and Resource leaders.
- **Led team of 30 volunteers** for Isha Mahashivratri 2020 with more than 6 Lakh participants and 10000 vehicles towards crowd and traffic management.
- **Inner Growth –** Enhancement in stability, clarity and intensity on the levels of body, mind and emotions through the intense discipline of Yoga and meditation through the 7 months program, Sadhanapada, designed by Sadhguru.

Data Scientist, Loylty Rewardz Mgmt Pvt Ltd, Mumbai   **Aug 2017-July 2019**

Led a team of 3 analysts for developing ML algorithms for campaigns and managed 15 portfolios for data based solutions

Project I: **POS Machines Cluster**
- Developed clusters of 3 million POS machines across India using Community Network using iGraph in R and SQL
- Improved the campaign targeting and efficacy for partners. Stark differences in tier 2 and tier 3 cities.
- The clusters were also being used to track the movement of customers with the m-Point product of the company
- The algorithm helped to build corporate clusters and helped Business team in impact new client acquisition.

Project II: **LTI Activation Model**
- Developed models for targeting long term inactive customers for top partner using XG-Boost, Python and SQL
- Efficacy of the LTI campaigns improved upto 2.5 times compared to control and earlier targeting strategies.

Project III: **Partner Acquisition Model**
- Predictive model for acquiring new customers for the top electronic and apparel partner using XG-Boost algo
- Average MOM new customer increased by 12%, efficacy by 1.2% and coverage by 4% through new strategies
- Employed Interpretable ML to understand the behavioral dynamics of the model and parameters driving them.

Project IV: **Partner Deliverables**
- Responsible for campaign TG creation, campaign analysis and data based insights for 15 merchant partners
- Average quarterly efficacy increased for partners ranged from 0.6% to 1.7% and coverage from 2% - 3.8%

Project V: **Report Automation**
- Automated the monthly reports for more seamless usage by partner managers saving Analytics' resource-hours

Analyst, Global Analytics and Insights, Citi, Bengaluru   **Nov 2015-Jul 2017**

Responsible for portfolio analytics in Citi Retail Services supporting the PL and Cobrand card business in North America

Project I: **Best Buy External Activation Model**

- Model for the Cobrand customers to activate externally on the card using Logistic Regression in SAS
- Model exhibited an average quarterly increase in lift by 2.1 times for successive waves of campaigns
- The model has also worked well on Sears portfolio for newly Private Label to Cobrand migrated customers.
- *Project II:* **Sears True Lift Long Term Inactive (LTI) Model**
- Predicted the propensity of LTI customers to respond only due to offer using Random Forest
- This model is a unique model which segregates the impact of providing an offer against no-offer situation

Project III: **Best Buy Behavioral Segmentation**

- Developed 4 clusters of customers exhibiting similar behavior based on multiple parameters
- Clusters were developed using an unsupervised learning method- K-means algorithm.

Project IV: **Servicing Segmentation for CRS Portfolios**

- Developed a framework to identify high valuable customers for preferential services as delinquency charge waiver.

Project V: **Fusion Survey Analysis**

- Text mining to understand the sentiment and pain points of customers on newly launched online platform Fusion.

Project VI: **Sears External Sales Acceleration Campaign Design**

- Developed segments to be targeted in Travel and Dining categories and financial impact of the campaign.

Project VII: **Legal and Compliance related analysis**

- Addressed the compliance concerns by analysing long term promo behaviour, late fees waiver and APR audit

Analyst, Rplus Analytics, Bengaluru   **Feb 2015-Nov 2015**

Responsible for Analytics algorithm development, product development and revenue generation through Analytics training

Project I: **Café Coffee Day**

- Developed analytics solutions viz. Demand forecasting, outlet segmentation, sales driver and product association

Project II: **Simplilearn Solutions**

- Started the Analytics training and developed comprehensive analytics contents in SAS, R and Excel for the client.
- Trained over 400 professional in Analytics through 200+ hours of online training for participants across the globe.

Project III: **DemandSense product development**

- Developed demand forecasting, sales driver and data audit algorithms for the product.
- Collaborated with backend with engineering teams to develop prototype platform development for DemandSense.

Programmer Analyst, Cognizant Technology Solutions, Chennai   **Jan 2014-Jun 2014**

- **Developed** C, SAS, Analytics, SQL and MS-Excel skills through internal trainings and projects.
- **Led** a team of 24 trainees and streamlined the process of my batch ensuring 30% faster completion of the training

Academics

Bundelkhand Institute of Engineering and Technology, Jhansi	B. Tech, ECE, 73%	June'13
Amity International School, Noida	Intermediate, 67%	May'08
Laxmi Public School, New Delhi	Matriculation, 89%	May'05

Additional Information

- **Programming Languages and other tools:** C, C++, Visual Basic, MS-Office packages, Hadoop
- **Certification -** Completed a certificate in Data Science with SAS and R from Jigsaw Academy, January'15.
- **Rewards –** Best Trainee Representative in Cognizant, Star Project Award in Citi, Best Paper Presentation
- Volunteered for causes like Ecology, Education and general awareness for international NGOs and UN based projects
- Coordinated and conducted about 60 Yoga sessions across corporates, colleges and Schools in West India
- Enjoy Cricket, Swimming, Adventure Sports, Photography having played for Inter College Tournaments (2009-13)

- Held multiple leadership positions like Head of Literacy Fests, Cultural Events, Batch Representative in college