

# VINEET SINGH CHAUHAN



## ACADEMIC QUALIFICATIONS

Year	Degree /Board	University /Institution	%/CGPA
2025*	Post Graduate Diploma in Business Analytics	IIM Calcutta, IIT Kharagpur, ISI Kolkata	-
2019	B.Tech Mechanical Engineering	IIT Jodhpur	8.21/10
2015	CLASS XII	Rajeev Gandhi Memorial School	86.6 %
2013	CLASS X	St. Pius School	9.4/10

**KEY SKILLS/TOOLS** Machine Learning, Product Management, Strategic Thinking, NLP, Storytelling, SQL, Python, Tableau

## WORK EXPERIENCE (31 Months )

Snapdeal (AceVector Group)	Product Manager I	Gurugram (May '22 - Jul '23)
<b>Strategic Initiatives</b>	<ul style="list-style-type: none"> <li>Expanded vernacular user base from 13% to 18% &amp; introduced Hinglish on app, boosting <b>ARR</b> by ~ <b>₹9 Crore</b></li> <li>Identified high-conversion potential users, leveraged WhatsApp for retargeting resulting in ~ <b>₹42 Crore ARR</b></li> <li>Conceptualized &amp; launched Sevac, a <b>voice assistant</b> on app, driving up to <b>12%↑</b> in <b>new-user</b> engagement</li> <li>Introduced <b>Assisted Buying</b>, enabling users to request calls for doubt resolution or <b>purchase completion</b></li> <li>Launched <b>in-app gamification</b> to ↑ engagement, incentivized first-time users to convert into <b>transactors</b></li> </ul>	
<b>Product Analytics</b>	<ul style="list-style-type: none"> <li>Performed rigorous <b>EDAs</b> to identify customer <b>pain-points</b>, preferences, &amp; analyse <b>user behavior</b> patterns</li> <li>Automated <b>targeted</b> notification delivery using <b>SQL</b> &amp; data platform, <b>segmenting users</b> by app interaction</li> <li>Conducted <b>A/B experiments</b> to test feature success, study user interactions &amp; make <b>data-driven decisions</b></li> </ul>	
<b>Leadership &amp; Management</b>	<ul style="list-style-type: none"> <li>Led a <b>team</b> of analysts for smoother execution of product operations, <b>insights retrieval</b> &amp; task specific <b>RCAs</b></li> <li>Owned entire <b>product lifecycle</b>: concept to release, decided <b>user events to track</b>, &amp; built product roadmap</li> <li>Facilitated <b>knowledge sharing sessions</b>, empowering various teams with technical &amp; product expertise</li> </ul>	
<b>Recognition</b>	<ul style="list-style-type: none"> <li>Recognized as <b>Consistent Performer</b> in Q3, FY'23 <b>Rewards &amp; Recognition</b> for exemplary performance</li> </ul>	

Career Launcher (CL Educate Ltd)	Business Engineer	New Delhi (Jun '19 - Jun '20)
<b>Responsibilities</b>	<ul style="list-style-type: none"> <li>Responsible for new feature, product development while <b>collaborating</b> with design, tech. &amp; marketing teams</li> <li>SPOC for CL JEE (India &amp; UAE), liaised with <b>business partners</b> and internal teams, ensured timely delivery</li> <li>Conducted <b>market &amp; competitor research</b> to gain insights into market trends, &amp; competitive positioning</li> <li>Managed <b>third-party</b> API integration and implemented JEE &amp; NEET relevant features on CL's LMS</li> </ul>	
<b>Achievements</b>	<ul style="list-style-type: none"> <li>Consistently achieved a <b>90+/100 rating</b> in monthly key performance metrics for 7 months in FY 2019-20</li> </ul>	

## AWARDS AND ACHIEVEMENTS

<b>Achievements</b>	<ul style="list-style-type: none"> <li>Secured <b>top-2</b> grades in 14/17 (<b>82%</b>) courses in <b>PGDBA</b>   <b>Felicitated 3</b> times with <b>₹1L</b> scholarship at <b>IIT-J</b></li> <li>Recognized as <b>Top Product Management Voice</b> by <b>LinkedIn</b>   Secured <b>AIR 4737, JEE Advanced 2015</b></li> </ul>
<b>Case Competitions</b>	<ul style="list-style-type: none"> <li><b>Finalist</b>, Mulytics by <b>Masters' Union</b>   Qualified to pen-ultimate round, <b>Tata Imagination Challenge</b></li> </ul>

## ACADEMIC PROJECTS

<b>Return to Origin – (RTO) Prediction (Classification)</b>	<ul style="list-style-type: none"> <li>Built a model to identify e-commerce orders with <b>high return</b> chances, <b>enhancing unit-level economics</b></li> <li>Performed <b>EDA</b> to extract insights &amp; <b>feature engineering</b> to <b>transform raw data</b> to effective model inputs</li> <li>Trained <b>Adaboost, XG-Boost, &amp; Random forest</b> models &amp; achieved <b>81% Recall</b> for return class using RF</li> </ul>
<b>UPI Txn. Analysis (Time Series)</b>	<ul style="list-style-type: none"> <li>Forecasted UPI transaction volumes with time series methods on <b>NPCI data</b> after ADF &amp; ACF/PACF analysis</li> <li>Achieved <b>MAPE</b> of 11% using <b>SARIMA</b> &amp; <b>improved</b> it to 7% by <b>SARIMAX</b> (Exogenous Var.: Day of Month)</li> </ul>
<b>Optimal Retail Price Prediction (Reg.)</b>	<ul style="list-style-type: none"> <li>Employed <b>OLS, Ridge, &amp; Lasso</b> regression to predict optimal price using retail transaction data (30 features)</li> <li>Detected <b>outliers</b> by Jack-Knife, multicollinearity by VIF   Obtained 29.3% MAPE by OLS, ↓ to <b>9.4%</b> by Lasso</li> </ul>
<b>Financial News Sentiment Analysis (NLP)</b>	<ul style="list-style-type: none"> <li>Built sentiment prediction model for financial news using <b>TF-IDF, Word2Vec</b> &amp; meticulous preprocessing</li> <li>Fine-tuned <b>FinBERT</b>, employed <b>XGBoost</b>, Random Forest, and Logistic Regression; achieved <b>83% precision</b></li> <li>Employed an <b>ANN</b> on outputs of aforementioned models to predict sentiment, improving <b>precision to 86%</b></li> </ul>
<b>Bank Customer Segmentation</b>	<ul style="list-style-type: none"> <li>Applied <b>K-prototype</b> clustering to segment bank customers, enhancing <b>targeted marketing</b> strategies</li> <li>Identified <b>association rules</b> within clusters using <b>Apriori</b> to derive insights on influential purchase factors</li> </ul>
<b>Alternative Medicine Recommender</b>	<ul style="list-style-type: none"> <li>Built content-based recommender for best 5 alternative medicines; used <b>Beautiful Soup</b> to web-scrap data</li> <li>Performed <b>TF-IDF</b> vectorization for word embeddings &amp; <b>cosine similarity</b> to identify suitable alternatives</li> </ul>

## POSITIONS OF RESPONSIBILITY

<b>Secretary, PGDBA Alumni Cell</b>	<ul style="list-style-type: none"> <li>Spearheaded a <b>team of 3</b> in driving <b>alumni connect initiatives</b>, organising <b>workshops</b> for <b>200+</b> participants &amp; serving as the primary channel of communication between the alumni &amp; the three institutes</li> </ul>
<b>Festival Chief</b>	<ul style="list-style-type: none"> <li>Selected as Festival Chief of Ignus, a national level college festival by Student Gymkhana, IIT Jodhpur</li> </ul>
<b>Student Guide, Counselling Service</b>	<ul style="list-style-type: none"> <li>Provided <b>guidance</b> and <b>support</b> to junior students as a member of counselling service team, fostering their <b>academic</b> and <b>personal development</b> while actively engaging in various counselling service initiatives</li> </ul>

**ELECTIVES** : Deep Learning, Comp. Finance, Financial Risk Mgmt. **INTERESTS** : Indian Economy, Travelling

