Yogesh Agrawal

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Media: LinkedIn | GitHub | Kaggle | Medium

Data Scientist Transforming organizations towards data & Insight driven decisions making at scale

Well versed data scientist with a vast variety of domain knowledge. Love to solve complex business problems by utilizing data-driven analytical approach.

Skill & Technical Expertise:

Statistics - Descriptive & Inferential Statistics, Probability Theory, Statistical & Predictive Modelling

Machine Learning – Linear/Non-Linear Methods, Tree based, Bayesian approach, Boosting and GLM Algorithms

Timeseries Analysis – Univariate, Multivariate, Structural

Deep Learning – CNN, YOLO, RNN, LSTM, Auto-encoders

NLP - Text Analytics, Tf-Idf and, Word Embeddings

Data Analysis – Tableau and Power BI

Cloud – Azure: ML, Databricks, MLOps, **AWS:** S3, EC2, Sage Maker

Language and Frameworks – Python, R, PySpark, TensorFlow, Keras, MLFlow, RESTful APIs

Databases – SQL, NoSQL

Education & Certification:

Bachelor of Technology – Visveswaraya Technical University, Bangalore **|** Computer Science **|** 2012-2016
2nd PUC - M.G.M. Senior Secondary School, Bhilai | 2010- 2012

Experience:

AbinBev | Lead Data Scientist   Aug 2022 – Present

- Led the global forecasting team to develop the demand forecasting model at Planning Item level for 150+ Market across the globe.
- Developed Gen AI POC's to automate the traditional manual task and improve cost efficiency.

Affine Analytics | Data Science Consultant   Sept 2019 – Aug 2022

- Initiated and led an R&D program for developing predictive models, DL & NLP related problems for upcoming client POC's and onboarded multiple big market giants
- Ensured account growth by regularly interacting with client to understand the business prospects, opportunities & challenges
- Authored a whitepaper (link) to understand the business impact of covid-19 in Production & Manufacturing and utilized this learning for multiple Fortune 500 clients of Affine Analytics
- Improved performance of multiple AI/ML models by including modern state of art methods & Bayesian approach
- Mentored analyst & Senior Analysts across organization for ML/DL practice. Upskilled & utilized them in various ongoing and new accounts

Mindtree | Senior Engineer – Data Science   Jan 2017 – Sept 2019

- Collaborated on Research program at Mindtree Research Team (COE) to build upcoming Product demos and based on that won multiple client projects including fortune 500 clients
- Worked under Math's world, an advanced mathematics team to implement a complex solution using pure mathematics concept.
- Improved actionability & validity of internal assets for the retail domain
- Implemented scalable Machine learning models and deployed them in the cloud architecture.

Relevant Client Projects:

Demand Forecasting | No.1 Spirit Manufacturer in the World	Affine Analytics

Problem: Facilitate budget allocation decisions by forecasting beer volume demand across the globe to estimate the Profit and loss metrics and subsequently gross revenue

Approach: Applied Classical and Modern (Structural) Bayesian Time series approach to forecast the volume by integrating Covid-19 pandemic effect, economic trends & seasonality. Lead a team of 5 and drove complete engagement from the scratch and successfully delivered it with 95% accuracy rate

Market Mix Model | Biggest Retail Store chain, USA	Affine Analytics

Problem: Optimize the marketing spend by various media channels & strategize the budget allocation

Approach: Designed & leveraged a linear regression model to form a parametric equation between sales & marketing spends. Derived an approach to calculate the contribution of each of the media channels and optimized it by calculating optimal ROI. ~3% revenue upside noted in next quarter post implementation

Price Elasticity | Top Movie Production Company, USA	Affine Analytics

Problem: Obtain an optimal price point for the retail product that accounts the market competitors and lift the ROI

Approach: Created 5-10% ROI uplift using an innovative Cross Price Elasticity Model and constrained price optimization framework for a leading Movie studio across different release format in the USA region

Media Recommendation | Media Ad Company, India	Mindtree Ltd.

Problem: Personalized media recommendation in the OTT based platform based on the user past selection

Approach: Interacted with various stakeholders to narrow down the exact requirement & brainstormed same to the offshore team. Designed & implemented a hybrid recommendation engine by using content base, collaborative filtering, and a popularity-based model. Engaged with client in defining go-to market strategy for additional media content.

Object Detection & Sentiment Calculation	Mindtree Ltd.

Problem: Scrape product bottle images data from the social media platform and detect the sentiment of customers based on the bottle photo quality

Approach: Used Object detection methods to detect the object and then classified based on the classifier. Post that, based on the classification ratio derived the sentiment of the customer

Blogs & White Paper:

- White Paper – Business Impact of Covid-19 in Production & Manufacturing
- Blog on Market Mix Model – what drives your ROI?
- Blog on Price Elasticity: How vulnerable is your product in the market
- Blog on Hypothesis testing in Machine Learning using Python
- Blog on Machine learning at scale using data bricks, PySpark and MLFlow

Other Interests:

- GitHub contributor
- Kaggle Member & Tech Blog writing
- Biking, Reading, Share Market

Language:

Language – Hindi & English (Full professional proficiency)