

## Contact

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## Skills

### Programming:

- Python
- SQL
- R programming

### Functional:

- Machine Learning
- Big data
- Data Analysis and Statistics

### Familiar:

- Power BI
- AWS
- Clever Tap
- MS Excel

## Interest

- Sports, Cricket
- Music

## Summary

I am an experienced professional in the field of Analytics and I'm seeking an organization that can provide me a career growth where I can utilize my analytical knowledge and technical skills while making a significant contribution to success of my organization and broaden my horizon of experience.

## Work Experience

Organization	Designation	Tenure
RBL Bank	Analytics Trainee	June'21 to July'22
	Senior Manager- Analytics	July'22 - Present

### About the Role at RBL:

- **Product Analytics:** Leading analytics requirements for Savings Account and PQ Personal Loan as a product
- **Cross selling:** Created several propensity and rule based models for cross sell and up sell under the SA portfolio. Results achieved helped in revenue generation/ cost reduction which led to making data sharing to contact center using these models a monthly activity
- **Pre-Qualified Customer Identification:** Built an automation system that fetches pre-qualified customers for PL and CC to drive right offer to right customer at right time
- **Digital Channel Analytics:** Headed the analytics for various Campaigns. Automated the entire campaign calendar which signifies which campaign should go when and what among 8 channels would increase the conversions.
- **Dashboards:** Developed multiple Dashboards for effective tracking of prominent KPI's
- **Cost reduction and Revenue generation:** Developed various rule-based models and projects like predicting staff requirement of a branch, Identifying Potential customers under various activities, Optimizing Communications, etc which directly helped the business for Cost reduction or Revenue generation
- **Business Sense:** Worked under the business team which gave holistic idea of how the branching business

## Academic Projects

- **Photo caption generator using NLP:** Designing and Training a Deep Learning Caption generating Model to automatically describe Photographs in Python with Keras, Step-by-Step. **Software used: Python**
- **Application of multivariate techniques on Novel Coronavirus dataset**  
Evolution analysis, Trend Analysis, Bernoulli's test, Spatial analysis and statistics used for data exploration. Random forest, SVM, SIR Epidemic Model used for analyzing and predicting the proportion of susceptible, infected and recovered over the world.  
**Software used: R**

## Academic Qualification

Qualification	Institute/College	University
M. Sc. Applied Statistics & Analytics	Sunandan Divatia School of Science	NMIMS'21
B. Sc (Hons.) Mathematics	Keshav Mahavidyalaya	DU'19

## Internships and Achievements:

Organization	Tenure	Designation
Aditya Birla Capital	6 months	Actuarial Trainee
HumanAlpha Strategic Solutions	3 months	Business Analyst Intern
Aam Admi Party	2 months	Data Analyst

- Received Letter of Recommendation by CEO of HumanAlpha Strategic Solutions.
- Vice President at Placement Cell SDSOS, NMIMS.
- Co-Founder at NIVESH-The Finance and Investment Cell, KMV, DU from 2017-19.
- Cleared Financial Mathematics and Financial Statistics professional Exam from Institute and Faculty of Actuaries. They focus on Interest theories, mathematical techniques to model cashflows, statistical distributions and principles of statistical inference.
- Qualified IIT JAM 2019.