

SHREYANSH JAIN

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SUMMARY

- Business minded data science professional with 3.5 years of experience in delivering valuable insights via data analytics and advanced data driven methods for Fortune 500 clients across CPG, Manufacturing and Retail domain
- **Technical Skills:** Python, R, SQL, Tableau, Google Big Query, Google Cloud Platform, Google Data Studio, AWS, SAS, SAS Enterprise Miner, Apache Hive, Git, MS Excel, PowerPoint
- **Core Competencies:** Statistical Modeling, Data Mining, Predictive Analytics, Deep Learning, Hypothesis Testing, A/B Testing, Data Visualization, Data Cleaning, Big Data, Optimization, Project Management, Analytics Consulting, Stakeholder Management, Marketing Analytics, CRM Analytics, Market Mix Modelling

EDUCATION

Purdue University, Krannert School of Management **West Lafayette, IN**
Master of Science in Business Analytics and Information Management **June 2022**

Punjab University, University Institute of Engineering and Technology **Chandigarh, India**
Bachelor of Engineering, Electronics and Communication **May 2017**

PROFESSIONAL EXPERIENCE

Mu Sigma Business Solutions **Bengaluru, India**
Senior Data Scientist **January 2021 – March 2021**

- Spearheaded development of an analytics framework to optimize trade promotion planning during summer period, leading to plans with 5% higher net profits and reduction of 2100 hours of manual efforts each quarter

Lead Data Scientist **October 2019 – December 2020**

- Assisted digital marketing team to revamp customer retention strategy by building churn prediction model to target customers at risk of churn at right time, increasing retention rate by 10%
- Managed a team of 5 and collaborated cross-functionally with Finance, Design, Marketing and Oracle teams to run weekly email marketing campaigns, generating \$3.7M in incremental sales per quarter
- Led a team of 3 to formulate sales attribution model enabling better decision making on strategic pricing, promotion and market competition for 2,000 different products with accuracy of 86%

Data Scientist **September 2017 – September 2019**

- Co-ordinated with 10 asset managers of a supply chain to build an analytics solution on R Shiny to forecast capacities, estimate risk profiles and buffer stock, leading to \$4.3M saving per year in downtime costs
- Improved robustness of outbound logistics planning process by building machine learning models to forecast dispatch availability and probability of rushed transport, leading to \$4M savings per year in transport costs
- Redesigned 5 marketing reports in Tableau to track monthly customer retention rate, net promoter score and campaign performance, enhancing reporting efficiency by 40%
- Conducted AB testing for 15 email marketing campaigns providing insights into campaign performance and recommended methodology for control selection, increasing targeted customers by 9%
- Increased conversion rate of trade promotion marketing campaigns by 35% by building propensity model to target only customers who were likely to shop during offer period

ACADEMIC PROJECTS

- Designed product affinity model for Ready-to-eat cereal category to recommend personalized products to customers based on past shopping behavior
- Developed tool based on Python to classify Craigslist appliances ads into categories and identify condition using Image Processing and NLP
- Devised a classification model to flag potential credit card payment defaulter using gradient boosting and ensemble models with an AUC of 0.85 – Ranked 4 on Kaggle Competition Leaderboard

LEADERSHIP ACTIVITIES, AFFILIATIONS, HONORS

- Received three Spot awards at Mu Sigma for agile project management, effective leadership and collaboration
- Transformed quality control enabling 80% error reduction for 25+ teams at Mu Sigma
- Orchestrated training sessions for 48 employees on machine learning and stakeholder management at Mu Sigma
- Mentored 3 batches (21 candidates) and trained on analytics artefacts, solution design and storyboarding at Mu Sigma