SHIVAM GOYAL

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EDUCATION

MASTER OF MANAGEMENT, BUSINESS DATA ANALYTICS
Odette School of Business,
University of Windsor
Sept 2021 – Jan 2023

BACHELOR OF ENGINEERING, CHEMICAL
Thapar University, India
Aug 2010 – Jun 2014

SKILLS

Statistics and Machine Learning
Customer Segmentation| Linear Regression | Classification Techniques| Forecasting | Text Analytics | Optimization | SVM | Neural Networks |Prompt Design

Programming Languages
SQL | Python | R |SAS|JIRA

Data Visualization
Tableau | Power BI | Advanced Excel

PROFILE OF SKILLS

- Seasoned Data Analytics professional with experience in driving key analytics projects for Fortune 500 client independently as well as in a team.
- A self-starter, passionate about solving real-world problems using advanced Machine Learning techniques to help clients better resonate with their customers.
- Proficient in project management, collaboration with executive leadership to understand business priorities, drive data-centric discussions, implement recommendations and realize important goals.
- Showcased leadership skills and effective communication ability while working in high impact analytical and visualization prototypes in a fast-paced environment.
- Love to contribute towards organization growth through mentoring juniors and Business development activities.

RELEVANT EXPERIENCE

Data Science Mentor, BusyQA, Canada
Jan 2022 – Present

- Managed Data Analytics department responsible for creating data analytics material, mock projects, interview preparations and project presentations.
- Mentored over 30+ professionals to guide them in their analytics journey, build their analytics foundation and secure jobs in analytics domain.

Data Analyst, University of Windsor, Canada
Jan 2022 – Dec 2022

- Worked with the International Recruitment team in building marketing strategy and campaigns across social media platforms like Instagram, Tik Tok, Facebook
- Created Power BI dashboards analyzing recruitment data to help sales team target domestic and international students across various programs.

Data Science Consultant, Accenture
Oct 2018 – Oct 2021

Data Centralization| Banking
- The largest Irish bank wanted to understand its customer base across personal and commercial banking and analyze their mortgage and payment defaults.
- Worked with various stakeholders to understand personal and commercial banking databases stored in silos and leveraged SQL scripts for ETL to create a central database merging over 30+ datasets.
- Conducted ad-hoc analysis using SQL to provide insights on customers to analyze their repayment activity and report defaults.

Customer Default Prediction | Banking
- The Commercial Banking Fraud detection team of a large Thai Bank wanted to better understand the non-financial traits and hence identify potential future defaulting customers.
- Lead a 3 member data scientists' team to leverage external data of businesses like news, twitter, google reviews, technology usage etc. and create KPI's using Sentimental analysis to build random forest classification models for fraud detection with an accuracy of 83%.
- Lead client communication to present results and discuss strategy for further model improvements with focus on the business context.

Build Buy Borrow Optimizer | Human Resource
- Helped the HRTAI team to create Talent planning framework for Reskilling, New Hiring and Contracting resources while optimizing annual budget.
- Formulated logics and previous models to include leverage business constraints and present with optimal Blend of Build Buy Borrow %FTE distribution using Python Optimization packages and Excel.

Certifications

- Decision Scientist – Mu Sigma
- Python for Data Science, AI & Development – IBM
- Data Visualization with Power BI – Great Learning
- Data Analysis with Python – Udemy

EXTRACURRICULAR ACTIVITIES

Founder - Advanced Analytics Team
University of Windsor
Jun 2022 – Dec 2022

Data Challenge Winner
Odette School of Business
Oct 2022

Representative – University of Windsor
University of NB Data Challenge
Nov 2022

Data Science Analyst, The Math Company   *Sept 2017 – Jun 2018*

Marketing| DVD Rental
- The VP of Marketing of a major US based DVD rental company wanted to measure the impact and effectiveness of their promo campaigns across various channels like email, Push, SMS for the DVD rentals and optimize marketing budget.
- Developed log-log models using R to understand incremental sales contribution of each campaign across channels and plan future marketing spend.
- Built a budget optimizer that helped adjust the marketing budget using the ROI graphs across each channel.

Beer Market Growth| Beer manufacturer
- The Demand planning team wanted to predict yearly beer market growth across various European and South American countries to plan future inventory.
- Leveraged various forecasting and linear regression modeling techniques to predict the 3-year beer market growth volume using various macroeconomic KPIs & marketing data.

Decision Science Consultant, Mu Sigma   Mar 2015 – Jul 2017

Customer Future Value Framework | US Retailer
- *Behavioral Customer Segmentation*
  - The Customer Insights & Analytics team wanted to create a standalone framework for designing customer-centric strategies for Marketing.
  - Used k means to segment customer base of ~90M on their purchase behavior and then profiled them to enhance customer understanding.
  - The 15 segments created provided a deeper understanding of a huge customer base opening new avenues for marketing.
- *Customer Lifetime Value prediction*
  - Worked with Customer Insights & Analytics team to understand the future high value customers and predict sales that these customers will generate.
  - Designed cluster level Linear regression models using R and leveraged Markov's Chain segment migration probabilities to predict future spend.
- *Churn Customer Analysis*
  - As a part of the Future Value framework, the Customer Analytics team wanted to identify the potential Churn customers and resulting dollar loss.
  - Designed a Logistic model to identify potential churn customers and formulated resulting $ loss as product of future value and propensity to churn.
  - This helped the retailer better understand the factors behind churning and guided the marketing team to better focus on potential churners reducing millions in $ lost.

References And Transcript Available Upon Request