

ANUBHAV DIKSHIT

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- Result-oriented, hands-on, business-minded data scientist with a demonstrated ability to deliver valuable insights via data analytics and advanced data-driven methods
- Attention to detail and diverse skillset
- Major strengths include strong leadership and capacity to work as a team player

EXPERIENCE

OCTOBER 2017 – JUNE 2018 (9 MONTHS)

ASSOCIATE, THEMATHCOMPANY

Working in a 4-member team for the Marketing VP of the largest entertainment retail company based out of US, covering marketing and retail analytics

- Built an Market Mix Model which was used to identify the best promotion offers (in terms of ROI and reach), this led more ROI for marketing spend while still maintaining the desired customer reach levels
- Implemented a simulator (built on the model equation) for the marketing team to plan the marketing budget allocation by channel
- Designed an Dynamic Pricing Model using Monte Carlo Simulation, this led to increasing the revenue of company while maintain the customer satisfaction

AUGUST 2015 - SEPTEMBER 2017 (2 YEARS 1 MONTH)

DATA SCIENTIST, ARTOO

Headed and setup the analytics division in a startup, my day to day activity involved providing Ad-hoc Analysis to both Artoo and its clients

- Worked with a Behavioral Science team based out of US to implement A/B testing at Artoo, this allowed for quick iterations of our product
- Created and Maintained a Tableau dashboard to track 40 odd KPI to evaluate and monitor company's (Artoo as well as clients) performance and issues
- Developed and maintained Machine Learning models (Supervised) of high accuracy to predict various financial parameters using geographic and micro parameters. This enabled quick turnaround time, reduced and detected fraud and improved user experience
- Helped the front-end team to revamp the look and feel of the web portal, this involved identifying the right data visualizations
- Automated data mugging for reports and data pipelines

JUNE 2014 - AUGUST 2015 (1 YEAR 3 MONTHS)

TRAINEE DECISION SCIENTIST, MU-SIGMA

Worked in the Field operation team for a major US based pharmaceutical company as the team lead. Single handedly designed and revamped the field force for a blockbuster drug which involved the following process:

- Interacting with Clients to understand the Business needs
- Sales force sizing
- Customer Segmentation
- Call Planning

The project had to cater to multiple stakeholders and their objectives which was to lower cost to the firm, better reach to the doctors, ensure minimum disruption in the relationship of the doctor and the sales representative while maintaining the transparency and integrity of the process.

EDUCATION

2018 - PRESENT

MASTER OF SCIENCE, LINKÖPING UNIVERSITY

Statistics and Machine Learning

2010 - 2014

BACHELOR OF ENGINEERING, B.M.S INSTITUTE OF TECHNOLOGY

Electronics and Communication Engineering

SKILLS

- Machine Learning
- R
- Python
- Tableau
- Jasper Reports
- MS Office
- SAS
- Dash boarding
- SQL
- Spark

REFERENCES

1. **Akansha Srivastava**, Tech Sales Specialist Volumental, Sweden (Ex- Account Manager, Artoo)
2. **Shameer Baramy**, Sr. Backend Engineer, Sprinklr, US (Ex- Platform Architect, Artoo)
3. **Oleg Sysoev**, Senior Lecturer, Linköping University, Sweden

(Contact details available on request)