ANKIT SINHA

Professional with 3.5 years of experience in CPG and Retail focused on delivering key insights and action-oriented conclusions using machine learning models and reports for clients to enable successful business decision making

LinkedIn: //ankitsinhaprofile   Mail: mailankitsinha@gmail.com
Phone No.: +91 8151942070   Bangalore

SKILLS

ANALYTICS
- Regression
- Classification
- Hypothesis Testing
- Exploratory Data Analysis
- Optimization
- Machine Learning
- Artificial Intelligence

BUSINESS
- Problem Solving
- Story Boarding
- Agile Management

PROGRAMMING & VISUALIZATION TOOLS
- SQL
- Python
- Power BI
- Tableau
- Excel
- MS Suit
- Jupyter Notebook

EDUCATION

B. TECH, ELECTRONICS AND INSTRUMENTATION
Bangalore Institute of Technology (VTU)
First Class with Distinction
July 2013 - June 2017 | VTU

INTERESTS
- Financial market trading
- Social Work - Mentoring

ACHIEVEMENTS
- Lead and managed College official dance team 'THE BREAKS' For 2 years

EXPERIENCE | 3.5 YEARS

Accenture: Data Analyst
Giant Eagle: Business Analyst

HYBRID PRICING ENGINE
February 2021 – Present| **Merchandising Analyst| Giant Eagle**
- Designed interactive Power BI visualizations enabling the business assess **market and trends**, contributing in stronger assessment of future business decisions
- Designing and developing the new pricing framework for 3 divisions which include **Data Harmonization, Descriptive analytics and Predictive Modeling**

VENDOR PERFORMANCE MANAGEMENT | Fortune 500 Services Giant
September 2019 – January 2021 | **Data Analyst| Accenture**
- Harmonized vendor invoice data from multiple sources using **Optimized SQL Query**- creating a single source of truth for business requirements. This unified data warehouse was built in **Dynamo DB and RDS** and helps the business analyze service quality across multiple fragmented channels
- Designed a **Power BI dashboard** for holistic assessment of vendor performance across services – enabling dynamic and real-time data driven decision making
- Developed **Vendor Evaluation method** generating **time reduction of 50%** and **error reduction of ~20 %**

REVENUE GROWTH MANAGEMENT | US based CPG giant
December 2017 – September 2019 | **Associate Data Analyst | Accenture**
- Built a framework that identifies key drivers of sales and construct an optimization engine to help decide price and promotion for each product across different brands
- Built a **linear optimizer** on the sales driver model by leveraging **Google OR tools** to build a **promotion calendar detailing optimal price points** and ideal 4 promotions.
- Worked on creating a sales driver model for around **~5000 products** with an error of **<20% for 90%** of the CPG's business using **linear regression**

PUBLICATION AND OPEN SOURCE PROJECT

EFFECT OF MOISTURE CONTENT USING HUMIDITY SENSOR | MAY 2017
International Journal of Science and Research, ISSN (Online): 2319-7064, Volume 6 Issue 5, May 2017
- This paper is about **Self-Sustained Automated Continuous Irrigation System** developed using PID Controller and YL69 Humidity sensor
- Data of moisture content is analyzed to estimate the amount of water requirement for irrigation on hourly basis