

Jayant Maheshwari

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EDUCATION

University of Southern California, Marshall School of Business – Los Angeles, CA **Aug 2019 – Present**
Master of Science in Business Analytics (STEM), Dean's List (GPA: 3.81/4)

- *Courses:* SQL, Python, R, AI-ML, Data Visualization, Statistics, Big Data

Indian Institute of Technology, Madras – Chennai, India **Jul 2014 – Jul 2016**
Master of Business Administration, Analytics & Marketing (GPA: 8.20/10)

- *Honors:* Foreign Exchange Student (5 of 61 selected) at MCI University, Austria
- *Leader:* Data Science Club, Lecture Committee, Public Relations

M.S. Ramaiah Institute of Technology – Bangalore, India; *Bachelor of Engineering (GPA: 8.99/10)* **Jul 2008 – Jul 2012**

ANALYTICS EXPERIENCE

Onto Innovation – Milpitas, CA **Aug 2020 – Nov 2020**
Business Intelligence Intern

- Expedited data warehousing architecture and data pipeline creation on SQL server; finalized dimensional modeling with entity-relationship (ER) diagram using star schema; created 60 metadata SQL tables.
- Simplified metadata creation process by spotting shortcomings and integrating business tools to reduce the completion time from 35 to 8 mins per table; saved 30 hours every month with new Jupyter Notebook optimization scripting.
- Enabled real-time server log monitoring through Prometheus & Grafana dashboards to recognize system irregularities; produced automated alerts for preventive maintenance; reduced server downtime by 15%.

Videojet Technologies – Wood Dale, IL **May 2020 – Jul 2020**
Data Science Intern

- Spearheaded a group of 5 to create an end-to-end analytical solution for consumer churn in Python; received appreciation mail.
- Executed merging of complex data tables, cleaning, variable creation, customer segmentation using K-NN, churn prediction model (BG-NBD) to generate high-risk customers' list, irritant analysis using cox regression model and survival analysis.

Dell Technologies – Bangalore, India **Jul 2016 – Jul 2019**
Advisor, B2B E-Commerce

- Orchestrated data extraction, automation & reporting of 30+ dashboards using Power BI & analysis of critical business requests from 100+ stakeholders to produce insights & ensure smooth functioning of e-business (\$18 Bn).
- Presented 4-6 analyses weekly to global teams and addressed ad hoc requests.
- Designed a scalable ML algorithm in R for customer churn; shared high-risk accounts with executives for strategic customer retention efforts; estimated revenue impact above \$1 Mn.
- Identified data inconsistencies between databases using pivot tables; enhanced data accuracy by 10%.

Sr. Analyst, A/B Testing

- Analyzed over 50 A/B tests on Dell's e-commerce websites across 5 geographies through Adobe tools including browse, checkout & social media with variations to improve financial impact & user experience by 17%.
- Resolved existing sample bias problem in personalization tests by implementing AdHoc tool; increased performance of personalization quantitative results by 20%; won a Bronze award and cash prize among 8 others for innovation.
- Consolidated A/B tests into a point of view documentation; removed redundancy issues and improved efficiency by 13%.
- Trained 10+ colleagues on digital marketing, market research, business models, customer funnel & data viz.

TECHNICAL SKILLS

Programming: SQL (postgres, mysql, sql server), Python (pandas, numpy, scikit-learn), R, VBA, NoSQL
Modeling: Supervised Learning (linear & logistic regression, SVM, K-NN, naïve bayes, classification, decision tree, random forest), Unsupervised Learning (k-means, hierarchical clustering), Deep Learning (ANN, CNN, RNN), Time Series, Text Analytics & NLP
Analytics: A/B Testing Experiment, Data Warehousing (ETL), KPI Metrics, API Integration
Visualization: Tableau, Power BI, JMP, R Shiny
Software: Microsoft Office (excel, powerpoint), Adobe Analytics, Google Analytics, OLAP, SaaS (AWS, azure cloud), Big Data (hadoop, mapreduce, hive, spark, google bigquery), CRM (salesforce)
Soft Skills: Data Storytelling, Decision Making, Leadership, Collaboration, Communication
Consulting: Gathering Business Requirements, Data Driven Recommendations, Driving RoI
Specialization: Web Analytics, Dashboarding, Predictive Modelling, Anomaly Detection

PROJECTS (MACHINE LEARNING)

Fraud Detection in Credit Card Transactions, US Govt. Agency – Constructed 250 expert variables and built filters and wrappers to select the best 28 features; caught 55% frauds in top 3% predictions; estimated \$1.1M in annual security savings.

Apparel Tag Identification with Text Analytics, Threadfast – Identified 40K tags based on product descriptions extracted from various retail sites for a women's clothing firm under 1 minute (earlier 2 hours due to manual tagging process).

Other Projects – Forecasting LA Crime Rate, Algorithmic Trading, Data Driven Real Estate Investing, Warehouse and Capacity Planning, SEO Keyword Conversion, Pricing Analytics on SmartFridge, Market Research on Beverage Rollout.