

ANURAG AGARWAL

Business Analyst/Data Scientist
/Sales Professional

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<https://github.com/AnuragA22>

JOB OBJECTIVE

Highly motivated result driven professional, Enterprising leader & planner with a strong record of contributions of **overall 13.5 years of experience comprising 2 years in Data Science & 11.5 years in Marketing & Sales; invigorating businesses**, heightening productivity, systems & procedures, Seeking Suitable opportunity to leverage my strong planning and technical skills to drive business growth and improve productivity with significant contribution

CORE COMPETENCIES

- Data Analysis
- Data Modelling
- Stakeholder Management
- Business Consultancy
- Project Delivery
- Business Intelligence
- Business Analysis
- Machine Learning
- Data Warehouse & Forecasting
- Reporting & Documentation
- Client Relationship Management
- Statistical Analysis
- BI Analysis
- Cost & Benefit Analysis
- Sales & Business Development
- Team Management
- Budgeting and Planning

TECHNICAL SKILLS

- **Programing Languages:** Python, MYSQL, Advance SQL, R, Spark
- **Visualization Tools:** Tableau, Power BI
- **Machine Learning/Modeling:** Regression, Decision Trees, RF, Classification, Time Series
- **Statistical Tools:** Advance Excel
- **Analytical:** Google Analytics
- **Data Tools:** MS Access
- **In process of Learning:** Spas, Stats model, Azure
- **Project Management:** Agile Scrum

PROFILE SUMMARY

- **Certified Data Scientist; Evolved innovative** business solutions to improve revenue, quality and product performance and reduce cost by leveraging combination of domain knowledge, Statistical tools & Data Science skills
- **Rich experience in Domain's; FinTech, Lending, Insurance, Digital Payment Solutions, Payment Gateways, BFSI industry**
- **Sound understanding of Python**, Power Bi, SQL, Business Intelligence & Tableau
- **Extensive project management & governance experience;** proficient in grasping the big picture, conceptualizing, developing, implementing solutions, and partnering closely with stakeholders to achieve higher levels of efficiency & effectiveness
- **Provided leadership on driving Data Science practice;** analysed problems and uncovered opportunities using predictive analysis
- **Built frameworks & ideas for effective mining & analysis** of data from multiple sources to drive improvement and delivered data-driven solutions to resolve business challenges
- **Expertise in conducting** full lifecycle analysis including data gathering and cleansing, deep dive advanced statistical analysis/ modeling and recommendations to optimize performance
- **Leading entire gamut of analytics** projects including defining scope, estimating effort & timeline, developing project roadmap; driving timely project delivery, tracking project progress, highlighting risks and driving mitigation
- **Strong collaboration skills** with a proven ability to build and cultivate relationships towards driving results

WORK EXPERIENCE

Oct'19-Jun'23 with Pine Labs Pvt. Ltd. (Fintech) as Sr Area Sales Manager

Key Result Areas:

- Supervising team of 9 Managers & Achieved outstanding sales results
- Managing project of Product Card swipe machines & payment gateway services
- To Coach and support project team members with tasks assign to them
- Collaborating with multi-disciplinary teams to and engaging with clients to drive business growth
- Hands on experience in managing Projects, Product development & Revenue generation
- Effectively using Team Expertise in Advance Excel, SQL, GAP analysis, Sales Planning & Budgeting and providing lending based on data analysis
- Worked on Hypothesis Statistical analysis & AB Testing for better sales results and planning
- Gathering business requirements, source to target mapping and universe designs in order to assist in efficient & scalable business intelligence solutions
- Engaging with Client & different banks for data collection over TIDs
- Looked after to follow KYC norms as per the RBI and government bodies to be followed
- Executing Sales Planning & Budgeting on monthly and Quarterly basis and drive revenue growth
- Created Power BI & Tableau dashboards for storytelling, presentations, analysis and forecasting

ENTREPRENEURIAL EXPERIENCE

May'16-Mar'19

Highlights:

- Launched, Manufactured and marketed INDIA's very First spray-based Hand Sanitizer in 2018

CERTIFICATION

- CRM (Customer Relationship Management) certification course from SCDL, 2005

EDUCATION

- **EPGP- Diploma in Data Science from IIIT** (International Institute of Technology)-Bangalore, Pursuing 06.2022-02.2023
- **MBA Marketing** from IMED, Bharti Vidyapeeth University, Pune 2003-05
- **B.Sc. Statistics** with Economics, St. Johns Degree college, Agra, University, Agra, 1999-02

SOFT SKILLS

- Analytical
- Effective Communicator
- Critical Thinker
- Interactive
- Collaborator
- Innovator

ADDITIONAL PROJECTS

Tableau projects:

- Housing price in metros
- UPI trend in India
- literacy rate across India on the basis of economy and gender
- Air Bnb business analysis

Power BI :

- PWC Diversity and Gender Analysis in Promotions and Growth
- Tata online Retail
- Accenture Social Buzz

ML & Time Series:

- Bitcoin Price Forecasting
- Airline Passengers Traffic
- EdTech Company sales
- Food Delivery Demand

Link for Projects & Certificates

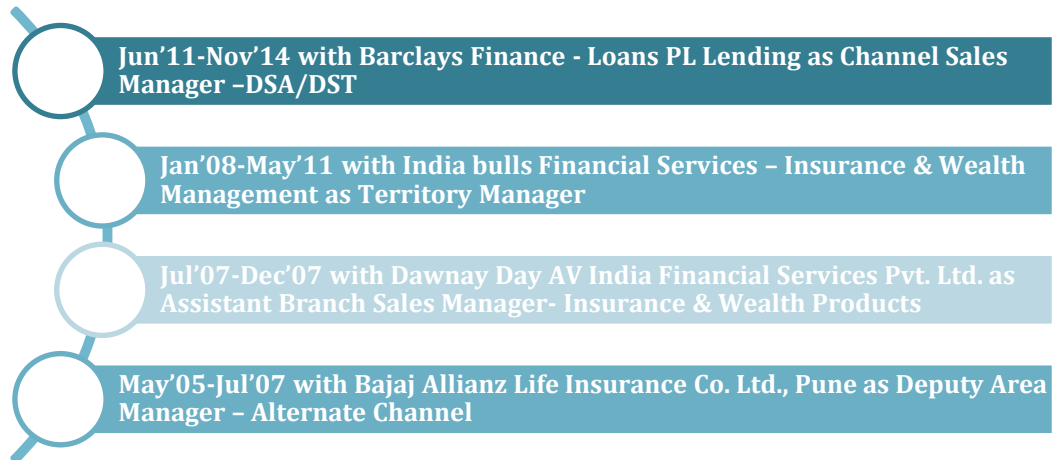
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Personal Details

- **Date of Birth:** (22.11.1981)
- **Languages Known:** (Hindi, English)
- **Address:** (Pune)

- Worked with Mehta Plywood's Ltd, looked after B2B Sales & Development of all kind of plywood, veneers & laminates in Pune and Maharashtra market

PREVIOUS EXPERIENCE



DATA SCIENCE PROJECTS

- **Project:** Factors behind Bank Loan Default & Risk Analysis
- **Domain:** Banking |**Tools:** Python | Data Visualization tools |**Period:** Aug'22
- **Solution:** Identified patterns which indicate if a client has difficulty paying the installments which may be used for taking actions such as denying the loan, reducing the amount of loan, lending (to risky applicants) at a higher interest rate
- **Project:** RSVP Movies- Finding Factors for a successful upcoming project and to maximize profits
- **Domain:** Entertainment |**Tools:** SQL |**Period:** Sep'22
- **Solution:** Directed recommendations to RSVP Movies based on the insights drawn from the analysis of past three years' data that can help them start their new project
- **Project:** Boom Bikes- To Build Linear Regression Model to find deciding factors which can help in maximize users & profits
- **Domain:** Automobile, Adventure & Consumer **Tools:** Python, Data Visualization, Machine Learning, Linear Regression |**Period:** Sep'22
- **Solution:** Utilized Machine Learning and with Linear Regression, successfully build the model to find the deciding factors which impacts the number of users, and how and when company can focus to increase the users and maximize profits
- **Project:** Adventure World Sales analysis on basis of products category & geographical region and creating & publishing Dash Board
- **Domain:** Adventure | Consumer Durables |**Tools:** Power BI
- **Solution:** Utilized Power BI successfully in creating the reports & dashboards of Sales on basis of different product category and sub category
- **Project:** Indian Startup detailed and Micro Analysis
- **Domain:** Startup, Financial | **Tools:** Power BI
- **Solution:** Utilized Power BI successfully in creating the reports & dashboards of total funding across the industries and verticals, along with cities. And did micro analysis on same on funding stage, company name, investors.
- **Project:** Lead Scoring Case Study
- **Domain:** Ed Tech | **Tools:** Python, Modeling, Logistic Regression & random Forest
- **Solution:** Building a Linear Regression Model for an Ed-Tech Company to solve their business problem, by filtering out the prospective leads or hot leads and waste list.