

ABHINAV CHANDA

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PROFILE

- **4 years** in data analysis, digital transformations, and product development. Looking to leverage my consulting and data skills to innovate, drive businesses forward and create a positive impact
- **Skills:** Python, SQL, BigQuery, GCP, Snowflake, Tableau, Microsoft Excel, Git, PowerPoint, Dataiku, Agile
- **Core Competencies:** Business Intelligence, Statistics, Machine Learning, Business Analysis, Measurement, Marketing Analytics, Visualization, Communication, Technical Presentations

EDUCATION

Purdue University, Krannert School of Management

West Lafayette, IN

Master of Science in Business Analytics and Information Management

June 2019 - May 2020

- Designed a machine learning pipeline to detect ADA compliance of products listed on the eCommerce platform leading to potential savings of up to \$7.5 Mn from reductions in manual effort and audit findings
- Built a machine learning model using Keras in Python to predict rushing yards for a play in an NFL game for better judgement of factors - beyond player abilities - crucial to a successful rushing play
- Developed a quantitative model for multivariate analysis using SQL, NumPy and Scikit-learn to predict NBA player performance with 95% accuracy and recommend player trading strategies within user specified budgets

Kalinga Institute of Industrial Technology

Bhubaneswar, India

Bachelor of Technology in Electronics and Telecommunications

August 2012 - April 2016

- **Capstone Project** – “Android based, Bluetooth controlled robot with Infrared Sensors for obstacle detection”

PROFESSIONAL EXPERIENCE

Tredence Inc.

Bay Area, California

Associate – Data Science

October 2020 – Present

- Worked with the Customer Insights team for the world's largest retailer to provide custom predictive & descriptive insights around various retail use cases such as acquisition, retention, churn & loyalty for 80 clients – achieving 100% utilization rates along with a 55% growth in the client base
- Formulated business cases and built custom audiences for campaigns, generating niche customer segments that led to optimized targeting and informed creative messaging leading to a 2x increase in campaign investments
- Led a team of 7 analysts in designing a machine learning pipeline to predict product activation propensities and analyze customer level features impacting predictions in the B2B space for the world's largest telecommunications firm - resulting in a 30% improvement in product activations.

Deloitte Consulting

Bangalore, India

Business Analyst – Financial Analysis & Reporting

August 2016 – April 2019

- Automated over 10 finance procedures, meeting tight deadlines for a leading US bank for streamlining tracking of metrics, process monitoring and strategy execution, generating savings of over \$1 Mn each year
- Formulated cohesive BI solutions using SQL for dashboard reporting and monitoring financial KPIs by interfacing with US and Canadian business teams; ensured commitments were met and improved client’s revenue by 15%
- Spearheaded an initiative to digitize consumer complaint logging and onboarding for a major US energy services provider saving over 15 hours of manual effort per week
- Supervised team of five analysts in developing an ETL architecture for sensor data using Hive/SQL and Tableau for enabling predictive maintenance leading to system downtime reduction by 20%

LEADERSHIP ACTIVITIES, AFFILIATIONS, HONORS

- Selected to the 2020 INFORMS Business Analytics Conference for work done in “A Novel Application of Optical Character Recognition for Product Image Compliance”
- Received 2 quarterly performance-based awards in the first 3 quarters of my tenure
- Recipient of multiple performance-based awards from Deloitte Consulting for delivering outstanding work
- Tableau certified ‘Data Scientist’. Multiple certifications around machine learning and statistical analysis