Dharmendra Agarwal

I solve problems using Data

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B.Tech from IIT-BHU & 7 years of experience in Data Science & Analytics.

SKILLS

Core Strengths	Machine Learning, Product Analytics, Business Consulting, Team Management	Data Technologies	SQL, R, Python, Spark, Hive, Tableau, Power BI, Google Data Studio, Looker

WORK EXPERIENCE

Lead Data Scientist
Loyalytics Consulting (Clients Managed : HP Inc, Sleep Number Corp, The Face Shop, Springfield)

05/2017 - Present   *Bangalore*

Achievements/Tasks

- Helped the client drive app active users from **38% to 49%** by advanced customer analytics and multi channel targeted segmentation.
- Optimized product features by consistent A/B testing and user retention analytics resulting in **15% lift** in the feature engagement and enriched user experience.
- Built a recommender system for an e-commerce platform with **86% efficiency** on test data and 73% efficiency in production environment.
- Consumed advanced analytics models/frameworks such as ARIMA, K-NN, Collaborative Filtering, NLP, Decision Tree, Tensorflow & Neural Nets across various business consulting projects.
- Designed effective CRM strategy for a major retailer resulting in **~ 30K new app downloads** , **~ 20% better campaign ROI and 20% increase in loyalty customers.**
- Experienced with distributed partitioned storage systems and writing efficient codes to **process big data of 70TB+ records in Spark-QL and PySpark.**
- Developed processes using advanced SQL & python for data collection, processing and marketing analyses on **Salesforce Marketing Cloud. (** data size ~100M+ records)
- Analyzed & communicated the key themes from customer reviews/queries resulting in **boosting average app store ratings by ~0.5 pts**
- Assisted with quarterly app launch events by actively monitoring for possible crashes, bugs and impact on feature engagement.
- Actively leading a **team of 3 analysts** & mentoring other junior data science consultants to smoothen project workflow.

Manager, BI
Ruptub Solution Pvt. Ltd. (Treebo)

03/2016 - 03/2017   *Bangalore*

Achievements/Tasks

- Automated & streamlined business reporting system(10+ Reports) resulting in the faster analytical insights and better decision making
- Prevented the **revenue leakage by 6%** by optimizing and designing analytical framework for no shows/cancellations at last minute.
- Devised an effective pricing strategy for the product portfolio as per booking funnel, location, competition and market research resulting in 10% higher ARR and better occupancy.
- Collaborated with different lead stakeholders (5+ teams) in cross functional teams to ensure higher ARR & better portfolio occupancy.

WORK EXPERIENCE

○ **Business Analyst**
Analytics Quotient Pvt Ltd

11/2014 - 02/2016   *Bangalore*

Achievements/Tasks
- Scraped millions of reviews and performed sentiment analysis for a European cruise line client resulting in 25% more happy customers for the subsequent quarter.
- Built & implemented financial model & simulator to envision 2020 key strategy for the major retail client in US.
- Contributed to survey analytics & reporting for one of the world's largest beverage company.

EDUCATION

○ **B.Tech**
IIT Varanasi

05/2010 - 05/2014   *GPA: 8.29*