

30%

Marketing Cost Saved

20%

Lead Quality Uplift

15%

Revenue Growth

6+

Years in Data Science

PROFESSIONAL SUMMARY

Senior Data Scientist with 6+ years of experience building end-to-end machine learning systems, predictive models, and data-driven decision frameworks across EdTech, travel, and real estate. Proven track record in churn prediction, lead scoring, demand forecasting, and LTV modelling that directly drive revenue and retention. Strong in A/B experimentation, data engineering, and stakeholder partnership — combining ML depth with business strategy thinking to deliver measurable impact at scale.

PROFESSIONAL EXPERIENCE

Coursera

Sept 2024 – Present

Data Scientist II — Lifecycle Analytics & ML

- Developed and deployed **churn prediction models** (XGBoost/LightGBM) on Databricks, identifying at-risk learners and enabling retention interventions across millions of users
- Built **customer segmentation models** using K-Means and RFM analysis to personalise CRM campaigns across email, push, and in-app channels
- Designed and executed **A/B tests, holdout experiments, and lift studies** using Bayesian and frequentist frameworks for lifecycle campaign optimisation
- Developed **automated ML feature pipelines** on Databricks for model scoring and campaign audience generation at scale
- Partnered with CRM and marketing leadership as a **data science thought partner** — translating outputs into targeting and channel strategy

Travelopia

Sept 2022 – Aug 2024

Business Analyst — Customer Insights & ML Analytics

- Built **propensity and lead scoring models** (Logistic Regression, Random Forest, XGBoost) reducing marketing costs by **30%** and improving lead quality by **20%**
- Developed **LTV forecasting and time-series demand models** (ARIMA, Prophet) for revenue planning and inventory decisions
- Built automated data pipelines using **Docker and Google Cloud** with near-real-time refreshes for ML feature stores and reporting
- Designed **Power BI dashboards** integrating multi-source data for cross-brand visibility used by senior leadership weekly

NoBroker Technologies

Nov 2021 – Aug 2022

Business Analyst — Growth Analytics

- Delivered **growth and funnel analytics** identifying high-converting cohorts, driving **15% revenue improvement** through data-driven targeting
- Built **user behaviour and segmentation models** identifying funnel drop-offs and informing product and marketing interventions
- Automated reporting pipelines in **Python (pandas, NumPy)**, cutting turnaround by 30%

Quantbot Securities Private Limited

Jan 2021 – Jan 2026

Founder & ML / Backend Engineer

- Built a **quantitative copy-trading platform** — ML models for trade signal generation, price prediction, and portfolio risk analysis
- Developed backend in **FastAPI and Django**, containerised with Docker, orchestrated via Kubernetes with async real-time market API integrations

Tech Mahindra

Jul 2021 – Oct 2021

Sr. Business Associate — Analytics & Strategy

- Supported client-facing **data analytics and campaign optimisation** projects for enterprise clients

M. N. Dastur & Co.

Aug 2017 – Jul 2018

Structural Engineer

- Managed structural design and modelling for steel infrastructure projects

ML & DATA SCIENCE SKILLS

Machine Learning

XGBoost LightGBM Random Forest
Logistic Regression K-Means Scikit-learn

Forecasting & Stats

ARIMA Prophet Time-Series A/B Testing
Bayesian Stats Hypothesis Testing

ML Applications

Churn Prediction Lead Scoring LTV Modelling
Propensity Models Segmentation
Demand Forecasting

Languages

Python SQL NumPy Pandas

Data Engineering

Databricks BigQuery Airflow Docker
Kubernetes Google Cloud

BI & Visualisation

Power BI Looker Data Studio Plotly
Seaborn

CRM & Marketing

Braze Campaign Attribution
Lifecycle Analytics

Backend & APIs

FastAPI Django REST CI/CD
GitHub Actions

KEY ML ACHIEVEMENTS

- Churn Model** — ML early warning system enabling personalised retention at Coursera
- Lead Scoring** — XGBoost model cut spend 30%, raised lead quality 20%
- LTV Forecasting** — Time-series models prioritising acquisition by segment
- Trade Signal ML** — Price prediction & portfolio risk models for trading platform
- Segmentation** — K-Means + RFM clusters powering personalised campaigns at scale

EDUCATION

PGDM — Finance & Analytics 2019–2021
International Management Institute, New DelhiB.E. — Civil Engineering 2013–2017
Jadavpur University, Kolkata