GAUTAM PRASANTH G

DATA ANALYST

CONTACT

- 📞 +91 9566 477 407
- ✉️ gautamprasanth18@gmail.com
- 📍 Bangalore, India
- 🌐 gautamprasanth18

SKILLS

- SQL
- Snowflake
- Power BI
- Excel
- Python
- Exploratory Data Analysis
- Campaign Management
- A/B Testing
- Hypothesis Testing
- Machine Learning

EDUCATION

B.E MECHANICAL ENGINEERING
PSG Institute of Technology and Applied Research
2015 - 2019   First Class

AWARDS & RECOGNITION

Spot Award | Mu Sigma 2023

"Gautam's exceptional technical skills in SQL and Python, coupled with his strong logical reasoning, have been invaluable to our team's success. His ability to identify and solve complex problems effortlessly on a large scale has earned recognition from key stakeholders"

Impact Award | Mu Sigma 2024

"Gautam has earned recognition from clients as a reliable and committed individual, showcasing commendable thought leadership alongside his advanced analytical skills. He leads a major portfolio, fostering interactive client relationships and providing training to new team members"

LANGUAGES

English
Professional Proficiency

Tamil
Native Proficiency

Telugu
Elementary Proficiency

SUMMARY

Data analyst with over 4 years of experience in data science and providing data-driven insights to tackle complex challenges across various industries for Fortune 500 companies. Equipped with a methodical approach to problem-solving and strong interpersonal skills, adept at successfully identifying and addressing challenging business problems

WORKING EXPERIENCE

APPRENTICE LEADER

Mu Sigma, Bangalore | Jan 2024 - Present

- Oversaw a high-revenue account ($2.5 million USD) and led a team of 14 handling 150+ monthly campaigns for partners across diverse verticals in Australia's leading loyalty program
- Introduced GEN AI capabilities by developing a chatbot with Langchain and OpenAI, reducing ad-hoc task execution time by 80%
- Developed loyalty trigger campaigns by measuring customer inter-purchase intervals, resulting in a 15% increase in customer engagement

DECISION SCIENTIST

Mu Sigma, Bangalore | Jan 2023 - Dec 2023

- Led a team of 5 and developed personalized targeting strategies for Australia's largest loyalty program, managing 20+ monthly campaigns while analyzing customer behaviour
- Developed a Power BI dashboard for visualizing campaign metrics by automating campaign performance reporting, contributing to a 75% reduction in manhours for critical category-wide offers at a major Australian retailer
- Implemented hypotheses and A/B testing techniques to optimize target audience and offer mix, resulting in a 15% reduction in acquisition costs for a fuel retailer
- Developed an anomaly detection module utilizing Python and SQL for identifying anomalies in the loyalty management system, resulting in savings of up to $780k AUD in 2023
- Led a transformative overhaul of the customer onboarding journey, cutting churn rate by 35% through analyzing the customer journey and identifying the churn propensity

MACHINE LEARNING ENGINEER

Tata Consultancy Services, Chennai | Jan 2020 - Dec 2022

- Utilized Python-based machine learning techniques to develop OCR applications, achieving high accuracy rates of 82% in extracting data from POI documents and bank statements
- Implemented advanced NLP models, such as Spacy and Luke, to streamline and enhance data extraction processes, resulting in an improved accuracy rate of 89%
- Enhanced KYC workflow by implementing face matching capability using Python, resulting in a reduction in fallback requests by 65%
- Managed the end-to-end development of an Aadhaar masking application using Python and OpenCV, achieving an accuracy rate of 95%