

# Samarth Prabhu

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## PROFESSIONAL SUMMARY

Data Scientist with 3 years of experience across data analytics verticals ranging from pricing strategies to trend predictions; with a Master of Science in Mathematics, possessing rigour and intuition for optimisation, analysis, and prediction. Proficient experience in Machine learning, Data analytics, Python, SQL, Excel, and Power BI. Expertise in predictive modeling and pricing strategies, achieving 80% accuracy in customer trend predictions and achieving a 50% reduction identifying profitability and pricing audit timings.

## WORK EXPERIENCE

### Data Scientist and Business Intelligence | Quantum Link communication | Mumbai | August 2022 - Present

- **Customer Behavior Prediction:** Managed and Led initiatives delivering 80% accuracy in predicting customer behavior using classification and clustering methods.
- **Text Analytics:** Leverage NLP and apply quantitative analysis of sales activities to prioritize cases, saving the team 2 hours daily.
- **Real Time Market Analysis:** Collaboratively Implemented ETL automations integrating data from over 3 third-party sources into the CRM system, transitioning from monthly to live, real-time analysis.
- **Lead Quality Metrics:** Led Initiatives to craft more than 10 metrics to track lead quality improvements and assess the effectiveness of marketing campaigns enhancing lead quality by 5%
- **Business Intelligence Dashboards:** Designed 5 Power BI dashboards supporting customer acquisition, retention, and activity, boosting operational efficiency.
- **Automated Performance Reports:** Engineered systems to produce monthly summaries of team and company achievements, enhancing data-driven decision-making.

### Business Analyst | Sciative Solutions | Navi Mumbai | June 2021 - February 2022

- **Revenue Optimization:** Implemented agile pricing optimizations projects using regression analysis and market segmentation, leading to a 7% increase in expected revenues.
- **Comprehensive Pricing Audits:** Solved key operational challenges by developing a Python-based pricing audit model, reducing audit times from 5 hours to 1 hour while significantly improving accuracy in profitability identification.
- **Automated Reporting Systems:** Streamlined automated reporting systems for real-time insights into pricing and revenue metrics for more than 5 clients.
- **Client Integration and Optimization:** Adapted to diverse client needs by executing onboarding for more than 10 clients onto the AI system, conducting in-depth analysis, and fine-tuning system parameters for optimal functionality.
- **Client Training Programs and Presentations:** Effectively communicated complex AI pricing models and pricing strategies to clients through organized training programs and personalized presentations, ensuring successful implementation.

## EDUCATION

M.Sc. Mathematics | Mumbai University | Mumbai | 2019 - 2021

B.Sc. Mathematics | Jai Hind College | Mumbai | 2016 - 2019

## SKILLS

- **Tools:** SQL, Python, Excel, Power BI
- **Libraries:** NumPy, Pandas, Scikit-Learn, Scipy, Seaborn, nltk, Tensorflow, spacy, Flask, Streamlit, BeautifulSoup, Selenium.
- **Data Techniques:** EDA, ETL, Web Scraping, Machine Learning, Deep Learning, Natural Language Processing, Time Series Analysis.