



# Kashyap Barua

Analytics Professional

Professional with 3+ years of experience in Decision Sciences and Product Analytics, providing data-driven solutions to increase conversions and efficiency in products. Ability to learn quickly and responsible for fast-paced actions with strong communication skills

✉ kashyapbarua@gmail.com

📍 Bangalore

🌐 github.com/kashyapbarua

📞 +91-9706706659

🌐 linkedin.com/in/kashyapbarua

📰 medium.com/@kashyapbarua

## WORK EXPERIENCE

### Product Analyst I

MiQ Digital

08/2020 - Present

Achievements/Tasks

- Facilitate analytics and reporting solutions in the Data Science Team. Track product KPIs and performance metrics to scale and optimize trading solutions
- Liaison with multiple stakeholders to deploy and maintain Trader Portfolio Manager Dashboard, for pro-active campaign pacing, budget management and inventory check, thereby increasing margins for company
- Leverage tools and technologies like Qubole, DataBricks, Python, PySpark and Tableau to pull, shape and visualize data for internal clients like Senior PMs, Traders and Data Scientists



Bangalore

### Product Analyst

BlackBuck

12/2019 - 08/2020

Achievements/Tasks

- Worked with Supply side Freight marketplace. Managed analytics life-cycle for product/feature launches in the Product Team of Supply
- Developed event/property tracking framework for comprehensive user activity tracking on app to identify drop offs and conversion problems across user cohorts
- Formulated A/B Test plans from an analytics lens for feature launches. Improved booking funnel conversion rates by ~4% through experiments
- Improved supply-demand matchmaking by solving problems around cancellations and truck type attribution. Resulted in ~10% cancellation reduction through supply-demand matchmaking relevancy
- Worked on solving Supply-Demand matchmaking problem by defining truck attributes for supply base. Tracked truck profiling feature metrics, increased completion rate by ~20% for superior truck profile data



Bangalore

### Decision Scientist

Mu Sigma

07/2018 - 12/2019

Achievements/Tasks

- Worked for one of the top US-based Telecom company in formulating data-driven decision making to enhance digital adoption in customer support channels and entry points
- Developed Power BI dashboards for product managers and executives to monitor health of messaging product in terms of channel-mix, entry point performance and end-to-end customer and agent experience
- Leveraged data analysis techniques to determine potential bottlenecks in the authentication & user identification process of the Messaging Product Touchpoints. Determined key imperatives affecting product performance metrics using Regression techniques
- Increased messaging adoption by ~4% and facilitated reduction in cost-to-serve incurred on traditional customer support channels



Bangalore

## CERTIFICATES

Data Scientist Nanodegree, Udacity (06/2021 - 08/2021)

R Developer Track, Datacamp (11/2017 - 12/2017)

## TECHNICAL SKILLS

### Programming Languages

SQL, R, Python

### Analytics Tools

R Studio, Metabase, Mixpanel, R Markdown, Jupyter, Exploratory, Databricks, Qubole

### Data Visualization

Tableau, Power BI, Mixpanel, seaborn, ggplot

### Statistical Techniques

Hypothesis testing, A/B Testing, Regression

## AWARDS

### Quarterly Award for Agility, MiQ

*Awarded for taking ownership of high impact alerts & recommendation framework and also becoming the support champion for the team. Appreciated for being able to navigate range of requirements smoothly*

### Winner at GreCo, Mu Sigma

*Secured the 1st position amongst 60+ participants in Great Coding Day hackathon for modeling, organized by Mu Sigma University*

## EDUCATION

### B.Tech in Computer Science and Engineering

KIIT University

07/2014 - 07/2018

7.35 CGPA

## PERSONAL PROJECTS

### Airbnb listing price analysis (06/2021 - 06/2021)

- Worked on analysis and preliminary model implementation to understand impact of factors on prices in Boston and Seattle and also predict prices. Published insights and work on Medium and Github

## PUBLICATIONS

Chapter

### Leveraging Analytics for Supply Chain Optimization in Freight Industry, Springer

20 Mar 2021

Research Paper

### Dynamic Rules Based Approach for Shelf Placement Optimization using Apriori Algorithm, Springer

12 Dec 2018

Research Paper

### Proposal for Shelf Placement Optimization in Retail Industry using Data Analytics, Data Science Congress

7 Jun 2017

Article

### Trends in Big Data

Nov 2016

Computer Society of India (CSI)