

# SHIVANG GUPTA

## Data Science, Analytics & AI Product Strategy Leader

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## WORK EXPERIENCE

### Flyhomes - Director of Data Science, Analytics & AI Products

Aug 2022 – Present

WFH & Seattle, US

- Chartered the vision of BI, Analytics, Data Science, AI Product management and product design capabilities. Setting up OKR, progression plan, and team structure for 28 members.
- Managed sprints, business document writing, monthly planning, and overall business reviews for all businesses (Brokerage, Mortgage & Closing) with CXOs to drive approx **\$800+ Million Gross Transactions Annually**.
- Developed Machine learning algorithms driven product tools for the Marketing team, which drove **budget allocation (\$10 Million)** using Mix media modeling, cost control via ROAS analysis feature (**reduce CPL by 65%**).
- Led data migration, data integration with Salesforce, and the new Amazon Redshift data warehousing and cataloging project, to reduce tool cost by 25% overall and 30% elevation in team efficiency observed in key markets.
- Forecasted Revenue, Tours and Mutuals (North Star metric), to help CRO, CFO, and Finance teams to drive market planning and target setting for 300+ agents across 7 Markets.
- Built 98% automated Data pipelines and BI layer with 350K+ data points across 169 dashboards and consoles in Looker and Google Cloud ecosystems.
- Established center of excellence for automation and AI and automated 20+ major communication & program management workflows, enabling fast and auto-generated results with OpenAI APIs in market trend and research area.

### Lifepal - Product & Digital Transformation Leader

Aug 2021 – Aug 2022

WFH & Jakarta, Indonesia

- Directed product vision and strategy for AI-Sales-CRM, Lead Management, and Data Modeling. Led a cross-functional team of 17 (analytics and product managers) to yield \$9 million in gross revenue annually.
- Orchestrated the product backlog refinement, task/story prioritization, product design, product management, product adoption, and completed 25+ Software development sprints/ product releases for the in-house CRM, 10+ lead management, and sales operations micro-services.
- Launched self-learning predictive lead scoring, auto-dial, and data-backed call prioritization-based calling system, which saved 42% of the agent's time, boosted contact rate by 10% and uplifted conversion by 23%.
- Engineered and deployed an NLU Layer and NLP models focusing on speech-to-text, consumer feedback, and insurance parameters to better understand context, resulting in a 15% increase in lead scoring and 90% efficiency in qualified lead conversion.
- Integrated WA & textual analysis of WA messages to understand the intent and prioritize next-in-line action. Expedite the book of business closure by 18% and dive deep into customer friction to adoption.
- Pioneered renewal workflows - reminder system unified with data and customer feedback to drive actions to keep the needle moving and fed back these data to the calling system moved up renewal by ~ 25%.
- Strengthened KPI repositories and drove the implementation of 200+ KPIs across 50+ control panels and reports in the Metabase ecosystem. Built OJK (Govt. regulation authority) compliance and risk check workflows for audit.

## PRACTICE

Agile Methodology and Gemba Kaizen

Stakeholder Management

Framework/Process Design and Development

Descriptive & Predictive Analysis

Product Mindset & First Principle Thinking

## SKILLS

### Product Management Skills

Building product/project roadmap and personas

Owning product vision, strategy & development lifecycle

User feedback and customer interviews

stakeholder value creation & management

Performance management with OKRs and KPIs

Negotiating timelines and budgets

Product requirement & RCA Documentation

JIRA, Figma, Notion, Yourtrack & Confluence

### Data Science and AI Skills

Python, R, SQL, Excel, and Google sheet

Exploratory, Statistical & Predictive Modelling

Demand forecasting and Financial Planning

Machine learning, data modeling & warehousing

Deep Learning, Neural Network, NLP & OpenAI APIs

Numpy, Pandas, Sklearn, Matplotlib, Keras & PyTorch

Jupyter Notebook and Google Colaboratory

### Data Engineering and Visualization Skills

Looker, Quicksight, SAP, Power BI, Tableau & Metabase

Mixpanel, Heap, Segment and Google Analytics

Airflow and dbt, GCP and AWS ecosystems

python scripting, Github, and CI/CD

## CONSULTING

### BeyondIRR

Wealth Management company: Strategic Advisor - PMO

Jan 2022 - Mar 2022

### Slurpfarm

Advisor - Data Science and Product Strategy

Sept 2021 -Feb 2023

## WORK EXPERIENCE

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### Policybazaar - Head of Analytics & Data Products

📅 Sept 2020 – Aug 2021      📍 WFH & Gurgaon, India

- Managed 15 analysts and product managers of service and CX BU. **Owned product delivery of insurer interface, performance monitoring & customer experience excellence systems**, and overhaul the ticketing system for 630+ agents.
- Commissioned business review meetings with Policybazaar's leadership, insurers, and third-party teams to plan and implement strategies for **increasing issuance percentage (from 50% to 78%) and CSAT (over 80%)**.
- Implemented **target planning, incentives forecast, and voucher distribution logic along with resource utilization** and distributed payments worth ~ \$25K/month for the service and customer retention and experience teams.
- Led data modeling initiatives such as an ticket resolution time & issuance prediction, customer behavior profiling, lead & agent scoring. Saved \$1 million in costs and steered the firm to an IPO in late 2021.
- Steered data products to **reduce third-party communication and interactions by 45%** and accelerated long terms relations with HDFC and TATA groups.

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### Noon - Sr. BI Engineer & Data Products ( CEO Office )

📅 Apr 2018 – Sept 2020      📍 Dubai, UAE

- Owned the design and reporting of 100+ business efficiency, and growth metrics in coordination with CXOs, Strategy - Planning, and PMO team(s). Hired 25+ BA/BI and data engineers across the company.
- **Amplified the profit margin by 7% at group level in Q4'19-Q2-20** by working as the data product owner for the profit governance framework in collaboration with strategy and commercial teams.
- Architected profit prediction & optimization, **replenishment & inventory and sales forecasting models that enabled 2 days early replenishment and an 18% uplift in overall sales**.
- Launched and directed data and business analytics for **pricing, commercial, and new ventures such as loyalty programs, quick-commerce, re-commerce, and private labels (200K+ lines of code)**.
- **Delivered assortment intelligence, business performance reporting, and fraud detection system** on Power BI and Jupyter Notebook (120 data pipelines and consolidated all BI to 25 major dashboards).
- **Led campaign management reporting** for the MENA region's biggest sale - Yellow Friday (2019) and December/ holiday sales, synthesized **>\$1 Billion revenue in sales**.

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### ZS Associates - Software Development Engineering

📅 May 2016 – Apr 2018      📍 Pune, India

- Implemented ZS's REVO **data catalog, analytics workbench, Algorithm-As-A-Service solution**, and incentive compensation portal's back-end code on C# and Python on AWS cloud (150K +lines of code).
- Coded and validated proof-of-concept and inception projects for outsystem, internal JavaScript libraries, and Team city tool.
- Two Consecutive year top performers in the **ZS Quest the biggest business development and technology hackathon** of the firm, 2016 winners and 2017 second runner up.

## EDUCATION

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B.Tech in Computer Science Engineering

The LNM IIT

📅 May 2012 – May 2016

## CERTIFICATIONS

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Figma essential training

LinkedIn Learning

📅 May 2023 - May 2023

AI in Project Management

LinkedIn Learning

📅 Apr 2023 - Apr 2023

AI-First Product Leader

LinkedIn Learning

📅 Sept 2021 - Sept 2021

Google Machine Learning and Analytics track

Google

📅 Jun 2021 - Jul 2021

Agile with Atlassian JIRA

Coursera

📅 Jun 2021 - Jun 2021

Data Science Track

DataCamp

📅 May 2020 - Jan 2021

Business Lesson Cohort

Harvard Business School Online

📅 Apr 2020 - May 2020

## HONOR

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Change Maker - Yellow Friday

Noon.com ( **Bandido of the day** )

📅 Nov 2018 - Dec 2018

QUEST Innovation Challenge

ZS Associates ( **Winner & Mentor** )

📅 Jan 2016 & Jan 2017

CBSE Board Merit Award

CBSE - Govt. Of India

📅 May 2010 - May 2011

## VOLUNTEER

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Fundraiser & Campaign Coordinator

Noon-CSR

📅 Jul 2018 - Jul 2019

Undergrad Teaching Assistant

LNMIIT

📅 Aug 2015 - Dec 2015