

GEETANJALI PRASAD[<https://www.linkedin.com/in/geetanjali-prasad>]

Contact Details - +91 9619767516 Email ID - [geetprasadmit@gmail.com](mailto:geetprasadmit@gmail.com)

Manipal Institute of Technology, Manipal, E&E -2015

Products| Fintech| Retail| Healthcare| Consulting |Corporate strategy

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## **WORK EXPERIENCE**

**Head-Analytics (AVP- Analytics), Nearby Technologies Pvt. Ltd (PayNearby)**

*Oct'19 - Present*

- Working with the Co-founders and directors of the company in building a robust sales strategy to expedite sales, devising corporate strategy and decision-making using data- first approach
- Heading and mentoring two verticals which comprise of **data governance and business analytics and machine Learning**
- Actively involved in data enhancement strategies and leveraging the same to back business effectively
- Effectively driving due- diligence for investor's relationship
- End – to – End marketing analytics support for in-house marketing Team (A/B Testing, campaign management, targeting, user retention, cross-selling, Loyalty program, customer-engagement and etc)
- Client engagement and deal closure as and when required
- Created the Data backend for Notify-visitor and Yalo integrations for effective marketing
- Involved in various Marketing – Tech initiatives to drive business using customer behavior

**Manager-Analytics , Nearby Technologies Pvt. Ltd (PayNearby)**

*May'18 – Sep'19*

- Have set -up the entire data science practice from scratch (from setting up servers and big data infra using GCP to recruitment)
- Driving product growth by effective customer retention strategies using advanced Machine Learning
- Process set up for standardized data processing and warehousing
- New product development and marketing along with improvements and enhancements to existing products
- Developed fraud analytics framework to mitigate risks in our business
- Heading credit model development for a new line of business targeted towards SME loans (It was one of the biggest Challenge as the target audience is the lowest strata of the society for which we are not getting any response from CIBIL or CRIF hits)
- We developed our own KYC framework using image recognition and OCR
- Developed Bank Statement Analyzer to analyze the 6-month bank statements uploaded by customer to evaluate credibility of the applicant when they apply for the loan
- Managing a team of 12 data scientists and Analysts
- Effectively driving many initiatives which will help the firm to grow using the power of data
- Managed investor relations and related due diligence for seed funding by providing insights on business intelligence and growth parameters
- Apart from managing the data science practice, I also worked with the co-founders to strategize sales and evaluate new business lines using existing data to make most out of the existing data

**Senior Data Scientist, Impact Analytics (Management Consulting)**

*Feb'17 - May'2018*

- Worked with a US based retail organization to optimize their promotion campaign using machine learning algorithms and present key findings and insights to stakeholders
- Derive factors that affect sale promotions like cannibalization, halo, affinity, pull forward and effect of advertisement using different analytical techniques and method
- Built a Machine Learning Model to predict the sales for over 2500 Brands (**Client-One of the Largest Specialty Pet supply retailer in the US**)- **Result: Reduced toxic promos by 17%**
- Built a Machine Learning Model to identify the price -elasticity of over 1000 products (**Client - Leading Multinational luxury furniture retail corporation in the US**), **Result – Increased Revenue by 6%**

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- Built a ML model to predict patient attrition for a leading **dental care provider in the US**
- Product side - One of the main developers in IA's **Test and control Product**.

#### **Data Scientist, Impact Analytics**

*Oct'16 – Feb'17*

- Worked on visualization tools like Tableau, Qlikview and PowerBI
- Interacting with clients/ prospects to understand their business requirements
- Worked on analyzing data for a India based microfinance firm to figure out reasons for credit default based on data sets like duration of meetings, location, socioeconomic trends using R-scripts for data manipulation and Tableau for data visualization.
- Techniques - Predictive modelling, Ensemble Technique, RFM analysis, Unsupervised learning - Clustering using K-means

#### **Analyst – Data Science, Marlabs (R&D unit)**

*May'16 – Oct'16*

- Core member of the data sciences team and contribute to the products, consulting & R & D Initiatives.
- Interacting with clients/ prospects to understand their business requirements
- Translate business requirements into analytics solutions
- Build predictive models using machine learning techniques
- Presenting Key findings and insights
- Owning up the end to end machine learning platform
- Create algorithms to be incorporated into the product
- Work on the product road-map

#### **Data Analyst, Chillr(Financial Product)**

*September, 2015 – May, 2016*

Chillr is a mobile App that lets you send money directly from your bank account to anyone in your phone book without having to know even their account number. We work closely with leading banks to make payments super simple, secure & instant

- Working with Data analytics team (R&D) of the company to generate and analyze app data.
- On the job training to tools like **SPLUNK, Google analytics, RJ Metrics, Crashlatics, R studio** etc.
- Analyzing user behavior via cohort analysis, Red-Blue analysis, Invite-earn analysis, time-frame analysis.
- **Red-Blue analysis, Invite-earn analysis** and **time-frame analysis** were developed by me to improve customer retention.
- Analyze trends to develop customer acquisition strategy and planning.
- Help the team achieve various milestones as transaction count increased by **150%**, repeat users increased to **32%**.
- We achieved various milestones in a small span of time. In December, 2015 Chillr earned the tag of **Best iPhone app for the year 2015** and completed transactions worth **INR 100crores**.
- Proficient in **MS-excel, R** and various analytical tools.
- Important projects done: **Red Blue Analysis, Time frame Analysis** and **Invite-Earn Analysis**.

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### Achievement

- Won **Data-pros** title in Yes Bank's Datathon -2018: This was India's first bank led datathon which ran for **80 days** with people participating from all across India and some places in abroad
- Won IA- Hackathon '2018: we developed **Market Basket Analyzer** product which runs on the principle of product affinity
- Won District Level Mathematics Olympiad
- Own the development of the Analytics-engine of **mAdvisor**
- Nominated and undergone Young Leader program in Pay Nearby

### Web presence

- <https://www.dqindia.com/digging-new-oil-well-data/>
- <https://www.apnnews.com/yes-bank-unveils-20-data-driven-products-co-created-with-data-scientists-at-yes-datathon/>
- <https://www.linkedin.com/pulse/pay-nearbys-data-science-stack-geetanjali-prasad/>
- <https://www.thehindubusinessline.com/money-and-banking/to-boost-data-management-yes-bank-shortlists-200-scientists-for-datathon/article25599801.ece>
- <https://www.analyticsinsight.net/yes-bank-datathon-brings-20-data-driven-products-at-indias-first-brand-led-datathon/>
- <https://blog.boardinfinity.com/the-analytics-professional-of-nearby-technologies-shares-her-expectation-from-the-aspirants/>
- <https://www.linkedin.com/feed/update/urn:li:activity:6648508093317640192/>
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