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DATA SCIENTIST | RETAIL & FMCG ANALYTICS

DataCamp-certified Associate Data Scientist and Microsoft-certified (PL-300) Data Analyst with 7+ years of experience in retail operations, FMCG trade marketing, and data analytics. Proven ability to build end-to-end machine learning pipelines, predictive models, customer segmentation systems, and interactive dashboards that drive revenue, optimize operations, and power smarter business decisions. Strong foundation in Python, SQL, scikit-learn, Power BI, and statistical modelling, combined with deep domain expertise in retail and consumer goods. Open to relocation across India.

TECHNICAL SKILLS

Data Science & ML: Supervised Learning (Random Forest, Logistic Regression, KNN, Decision Trees), Unsupervised Learning (K-Means, PCA, Hierarchical Clustering, t-SNE, NMF), Hyperparameter Tuning (GridSearchCV, Cross-Validation), Feature Engineering, SHAP Explainability, A/B Testing, Hypothesis Testing, Experimental Design, Regression, Classification

Programming & Libraries: Python (Pandas, NumPy, scikit-learn, Matplotlib, Seaborn, SciPy, statsmodels), SQL (PostgreSQL, MySQL – Joins, CTEs, Window Functions, Subqueries)

BI & Visualization: Power BI (DAX, Power Query, Data Modelling), Excel (Advanced Formulas, PivotTables, Dashboards), IBM Cognos Analytics, Looker Studio

Business & Domain: Customer Segmentation & Retention, CLV Analysis, Demand Forecasting, Trade Promotion ROI, Sell-In/Sell-Out Analytics, Retail Operations, KPI Frameworks, Stakeholder Presentations

CERTIFICATIONS

Associate Data Scientist in Python – DataCamp Link	April 2026
Power BI Data Analyst Associate (PL-300) – Microsoft Link	Sept 2025
Associate Data Analyst in SQL Certification – DataCamp Link	July 2025
IBM Data Analyst Professional Certificate – Coursera Link	June 2025
Google Analytics 4 Certification - Google Link	

WORK EXPERIENCE

SAINSBURY'S - (Retail)	Scotland, United Kingdom
Store Manager (Customer & Analytics Specialist)	Nov 2023 – Jan 2026
<ul style="list-style-type: none">- Led day-to-day store operations including opening & closing routines, floor supervision, service standards, and compliance in a high-footfall community store generating £945K+ monthly revenue.- Managed, coached, and developed a team of 40 colleagues, ensuring strong coverage across trading hours and peak periods.- Designed and maintained Power BI and Excel dashboards tracking sales performance, targets, incentives, availability, and operational KPIs enabling data-driven decision-making across the store.- Drove 24% year-on-year sales growth through strong sales floor execution, customer engagement, availability, and product presentation.- Actively worked on the sales floor, role-modelling best-in-class customer service and supporting colleagues during peak trading periods improving C-SAT ratings by 18%.- Planned staffing, scheduling, and resource deployment to match customer flow, improving checkout speed, service levels, and team efficiency.- Oversaw stockroom operations, inventory accuracy, replenishment routines, and availability for both in-store and online/omni-channel demand.- Managed shrink, waste, and asset protection, implementing loss-prevention routines that improved stock accuracy and reduced operational losses.- Recruited, trained, coached, and developed 36 colleagues, building strong internal talent pipelines and future leaders.- Fostered an inclusive, positive store culture, driving engagement, retention, and team performance in line with company values	
ITC Limited - (Consumer Goods)	Mumbai, India
Senior Trade Marketing Executive	Jun 2019 – Aug 2023
<ul style="list-style-type: none">- Supported retail execution across 1,000+ customer-facing outlets, focusing on sales growth, in-store standards, and customer engagement.	

- Managed and supervised a team of 33 field and retail colleagues, ensuring consistent execution of promotions, displays, and customer-facing activities.
- Partnered with retailers to improve stock flow, merchandising compliance, and availability, reducing out-of-stocks by 18%.
- Trained and supervised retail staff and field teams on product knowledge, promotions, visual execution, and customer interaction.
- Analyzed local market trends, customer behavior, and competitor activity to recommend assortment, pricing, and promotional actions.
- Supported new brand and product launches through visual execution, storytelling, and customer-focused merchandising, achieving 20% faster market penetration.
- Applied customer segmentation and behavioral analysis to optimize product placement, assortment, and promotional mechanics, reducing out-of-stock incidents by 18%.

GOVERNMENT OF DUBAI

Dubai, United Arab Emirates

Plant Operator

Dec 2015 – Apr 2017

- Implemented safety procedures and developed tracking logs in Excel to monitor compliance, maintaining a 100% adherence rate to environmental and safety regulations.
- Performed daily maintenance checks and used downtime tracking sheets to identify trends, contributing to a 10% reduction in unplanned equipment failures.
- Supported process improvement initiatives by collecting and analysing operational data, helping management make informed decisions to enhance production efficiency.

DIRECTI, MEDIA.NET - (Media Advertising)

Mumbai, India

Research Analyst

Oct 2014 – Nov 2015

- Conducted SEO analysis and optimized website content and metadata, resulting in a 20% improvement in organic search rankings for target keywords.
- Created data-driven performance dashboards and weekly reports for three departments, enhancing cross-functional communication efficiency by 15%.
- Maintained and audited multiple databases with 91% data accuracy, enabling more reliable analytics and supporting real-time decision-making across teams.

PORTFOLIO PROJECTS

Diabetes Prediction – ML Classification | [Live Demo](#)

Tools: Python, Pandas, scikit-learn, Random Forest, GridSearchCV, SHAP, Matplotlib, Seaborn, Pickle

- Built an end-to-end ML classification pipeline predicting diabetes onset using the Pima Indians dataset – data cleaning, EDA, feature scaling, model training, and deployment.
- Tuned Random Forest classifier via GridSearchCV (5-fold CV, class_weight='balanced') and used SHAP TreeExplainer for model interpretability.
- Deployed as an interactive Streamlit web application for real-time predictions.

Blinkit Sales Analysis Dashboard – Personal Project | [Live Demo](#)

Tools used: Power BI, DAX, SQL, Power Query

- Built an interactive Power BI dashboard analyzing 8,500+ retail item records across multiple outlet formats, sizes, and locations to uncover sales performance trends and outlet-level insights.
- Used advanced SQL for data aggregation and validation, and implemented DAX measures to ensure consistent KPIs across dynamic filters and slicers.
- Designed executive-ready visuals highlighting sales by product category, outlet type, and fat content enabling data-driven decisions on assortment, placement, and outlet strategy.

EDUCATION

University of Stirling

Scotland, United Kingdom

Master of Science - Marketing and Brand Management

Sept 2024

University of Mumbai

Mumbai, India

Master of Management Studies - Marketing

May 2019

University of Mumbai

Mumbai, India

Bachelor of Science – Information Technology

May 2014