Aman Goswami

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PROFESSIONAL EXPERIENCE

Bain & Company, Bangalore, India   **September 2019 -April 2020**
Senior Specialist, Data Science, Advanced Analytics Group

Landmark Group (P) Limited, Bangalore, India   **November 2015 – April 2019**
Manager (M2), Lead Data Scientist, Analytics Center Of Excellence   April 2018 – April 2019
Manager (M1), Senior Data Scientist, Analytics Center Of Excellence   November 2016 – March 2018
Assistant Manager, Analytics Center Of Excellence, Dubai, UAE   November 2015-October 2016

Target Corporation (P) Limited, Bangalore, India   **June 2012 – October 2015**
Associate Data Scientist / Senior Business Analyst, Data Science   August 2014 – October 2015
Associate Business Analyst, Guest Data and Analytics   June 2013 – July 2014
Trainee Business Analyst, Guest Data and Analytics   June 2012 – June 2013

EDUCATION

Ph.D Supply Chain Management   **Sep 2020 – Present**
Rutgers Business School, Rutgers University, New Jersey, USA
Interests: Service Operations, Criminal Disruptions, Healthcare Operations
GPA 3.95/4

M.A. Economics   **June 2010 – May 2012**
Delhi School of Economics, Delhi University, New Delhi, India

B.A. (Hons.) Economics   **May 2007 – Apr 2010**
St. Stephens College, Delhi University, New Delhi, India

RELEVANT ACADEMIC EXPERIENCE AND TALKS

1. Attended the 29th International Symposium on Algorithms and Computation (ISAAC 2018) in Jiaoxi (Taiwan).

2. Invited speaker at 7th International Conference on Business Analytics and Intelligence, Indian Institute of Management (IIM), Bangalore on the topic *Analytical Applications of Pricing in B2B and B2C*, https://dcal.iimb.ernet.in/baiconf2019/.

3. Recruitment talks at premier science and management institutes like Indian Institute of Science IISc and Narsee Monjee Institute of Management Studies (NMIMS), Bangalore.

4. Reading courses in linear algebra, probability and fat-tailed models in Fall 2019.

5. A. Goswami, A. Anand, *Fat Tails in Indian Stock Markets*, work in progress.

COMPUTER SKILLS

Languages and Tools: Python, R, SAS, SQL, Hive (Hadoop), Netezza, Microsoft Excel and Power point, Web Analytical tools like Sitecatalyst, Adobe Insights etc.

Analytical Skills: Random forests, CART, CHAID, decision trees, clustering, linear and non-linear regression, logistic regression, naive-Bayes, association rules (market basket analysis), time series analysis, mathematical optimization, principal component analysis, text mining, LIME, SHAP, CNNs and other machine learning techniques.

JOB ROLES

At Bain & Company

- As Senior Specialist: Working with multiple practice areas as part of the global advanced analytics group and industry verticals to develop data science products for Bain & Company and it's clients.

At Landmark Group (P) Limited

- As Manager (M2) / Lead Data Scientist: Led a team of data scientists in various verticals of retail on existing and new product developments.

- As Manager (M1) / Senior Data Scientist: Entrusted to set up the data science division at Bangalore, India. The goal was to develop solutions in pricing, space, supply chain, customer analytics for businesses valued at over $6 billion. The job incorporated entire handling of recruitment and administrative requirements, developing data science solutions and implementations, designing strategies, solving Ad-hoc business problems and mentoring a team of data scientists and solution designers.

- As Assistant Manager: Hired as one of the initial members to set up the Analytics Center Of Excellence (ACoE) as an in-house analytics center within Landmark Group in Dubai, UAE.

At Target Corporation (P) Limited

- As Senior Business Analyst / Ass. Data Scientist: Involved in two research oriented projects for assortment and digital attribution during Target's movement to incorporate data science in addition to advanced analytical roles. Moved from SAS and SQL-heavy environment to Python, Hive, Pig and deploying algorithms on Hadoop.

- As Associate Business Analyst: Iterated extensively on several use cases for developing statistical and predictive analytics models for different categories across Target. Worked across digital channels in improving traffic and conversion through different modeling procedures.

- As Trainee Business Analyst: Underwent training for 2 months at Target's campus hire program and worked extensively on SAS, SQL and Web Analytics Tools (Sitecatalyst, Adobe Insights etc.) in a web analytics team.

KEY PROFESSIONAL ACHIEVEMENTS

At Bain & Company

- **Pricing Practice** - Developed a B2B (business to business) **dynamic deal guidance** framework leveraging segmentation and optimization methods to integrate with a leading pricing management software. Closely collaborated with **Head R** & **D, Chief Pricing Scientists and Director-Sales** to create the product and developed a strategic roadmap for partnership between clients of both the vendor and Bain.

At Landmark Group (P) Limited

- **Led a team of 8 full-time employees**. Accountable for all projects and talent as manager and mentor. Set up various talent planning, talent management initiatives and learning and development framework for over 55 people in the organization.

- Developed a **space optimization tool** to revamp all of Landmark Group's stores at international locations and categories for higher margins and better customer experience.

- Relocated to Bangalore and worked with senior manager to setup **ACoE offshore delivery center**.

- **Customer Value Management and Marketing** – Developed a state of the art customer analytics solution (**likelihood to purchase, next best offer, next best department of purchase, churn, headroom capacity etc.**). Created *predictive models* in CRM (customer analytics) for Shukran-Loyalty program for all territories in the middle east (Oman, Lebanon, Kuwait, Egypt, Qatar, Bahrain, UAE and Kingdom of Saudi Arabia). Models implemented across all businesses and *generated over* $27 million in incremental revenue. Developed churn and customer lifetime value models to *reduce attrition rate by* 4% and established long term strategy for customer relationship management.

- **In Season Planning** – Developed an intelligent markdown optimization algorithm, that was implemented in all businesses across Landmark and *gave rise to* $5 million *incremental margin* in the year 2017-18. This algorithm strategically transformed the way planners work in the organization.

At Target Corporation (P) Limited

- Developed a state-of-the-art algorithmic approach to **digital attribution** to optimize return-on-investment on each digital channel using machine learning algorithms deployed (closely working with engineers in San-Francisco) on the Hadoop ecosystem.

- Identified **whitespace (gaps) in assortment**, and developed a prioritization algorithm for Target's assortment. Led the effort to build a competitor shopping mechanism (web crawlers) for dynamic pricing on the website.

SCHOLASTIC AND EXTRA CURRICULAR ACHIEVEMENTS

- One of two students elected for Japan Academic Exchange Program from St. Stephen's College (2009).

- Chief editor, economics research group and editor, Commonwealth society magazine at St. Stephen's College.

- Social causes: member of social service league, helped in organizing vision correction and blood donation camps, and tutored evening classes for underprivileged.

Languages: Fluent in English and Hindi, knowledge of basic Japanese.