

Gaurav Malik

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EDUCATION

Washington University, Olin Business School, St. Louis, MO Graduated: 2021

Double degree: M.B.A., Master of Science in Business Analytics, GPA: 3.76/4.0

National Institute of Technology Kurukshetra, India 2013

Degree: Bachelor of Technology in Mechanical Engineering, GPA: 9.52/10

WORK EXPERIENCE

CrowdDoing, EL Dorado Hills, CA May 2021 – Current

Data Scientist

- Performed Sentiment analysis on customer reviews. Analyzed Amazon customer reviews to identify key ingredients in products that customers perceived have health benefits.
- Spearheaded data science roadmap for the project and AB test for the shortlisted products.

Advanced Skills: Data Analytics, NLP, SQL, A/B Testing,

Colgate-Palmolive, Topeka, KS Jun 2020 – Aug 2020

Brand Marketing Summer MBA Intern

- Developed framework for audience building and optimizing the customer journey for 5 million eCommerce customers
- Partnered with the data engineering team and brand teams to segment customers and create a lead scoring model utilizing data from technology across multiple platforms
- Analyzed shopper's data and insights from Neilson and Amazon to designed A/B experiment and provide pre-/post-analysis to report the impact of email marketing and paid search
- Performed market basket analysis to understand customers' purchasing behavior. Uncovered and recommended novel product bundling opportunities and promotions for in store customers

Advanced Skills: Data Analytics, Marketing Cloud, SQL, Google Cloud, Google Analytics, SAP Customer Data, Commerce, A/B Testing, and Digital Marketing

SS Grid Udyog, Haryana, India Apr 2015 – Jul 2018

Data Scientist

- Formulated an analytics framework to track and optimize marketing funnel performance
- Built predictive model to perform customer segmentation. Developed dynamic pricing model to boost profit margin by 30%
- Drove the target setting and campaign forecasting process to model marketing contribution goals to the business and partnered with marketing teams to devise marketing roadmap to boost revenue by \$1M within 1 year
- Engineered an analytics process and determined KPIs to analyze and support sales team performance. Built automated dashboards, reports, and models to help sales teams stimulate growth of 15% in sales within two months.
- Developed predictive model based on 300 customers' data to forecast customer demand. Optimized inventory and operations to save \$100,000

Advanced Skills: Data Analytics, Predictive Modeling, Data Visualization, Machine Learning, Project Management Leadership, Business Analytics, Forecasting and Marketing Strategy

Hindustan Petroleum Corporation Limited, Mumbai, India Jul 2013 – Apr 2015

Marketing Manager

- Spearheaded go-to-market strategy and pricing for product launch. Evaluated 12 market segments and prioritized four based on business case. Generated \$12M in revenue in first year. Gained 30% market share within three years
- Orchestrated multi-channel marketing to facilitate demand generation and directed 15 sales executives to solicit 1,000 customers generating \$48M in revenue
- Analyzed customer sales data of 337 retail outlets and executed market research to identify market opportunities, built business case, and define product roadmap and strategy for new loyalty program, DriveTrack plus
- Designed multi-channel marketing strategy for a new product launch; collaborated with cross-functional teams to drive product adoption and awareness among key corporate accounts adding \$15M in revenue. Achieved customer retention rate 85% compared to 60% industry benchmark
- Conceived forecasting model for non-fuel business, collaborating with cross-functional teams. Conceptualized vendor outreach strategy and forged partnerships with 30 vendors. Negotiated 50 new commissions adding \$ 1M to revenue

Advanced Skills: Data Analytics, SQL, Marketing Strategy, Leadership, and Partnerships

PROJECTS

Schnucks Market, Inc, St. Louis, MO

Sep 2020 – Jan 2021

- Owned and led industry analysis using data, insights, measurement, and data science to define key drivers of loyalty for 1.7 million in-store and eCommerce customers
- Cleaned and assembled 120 weeks of purchase and promotion data for 1.7 million customers for modeling purposes
- Created a predictive model to find loyal customers. Performed market basket analysis to understand loyal customers' purchasing behavior and optimize promotion and marketing for the client

Premier Charter School, St. Louis, MO

Sep 2020 – Jan 2021

- Created and delivered branding, positioning and messaging roadmaps to increase PCS's brand awareness among new parents and donors
- Designed website strategy statement to clearly define the role of new website in marketing PCS's brand. Conducted focus group interview with customers to find gaps in current website
- Built strong relationships with PCS stakeholders to accelerate content development for the new website. Leveraged Square Space to deploy new website for the client.

Emerson Electric, St. Louis, MO

Jan 2020 – May 2020

- Assessed Emerson's data utilization across different business units by conducting interviews with 30 Marketing and IT leaders. Formulated an analytics framework to identify approaches for best value creation (data-driven segmentation, customer lifetime value, cross-sell/up-sell, etc.)
- Standardized and prioritized key marketing performance indicators (KPIs) across Emerson's Commercial and Residential Solution Business (\$6+ billion business unit). Devised framework to leverage key data inputs for KPIs and data gaps

Edward Jones, St. Louis, MO

Aug 2019 – Dec 2019

- Managed marketing and Data Science teams to formulate data-driven digital marketing strategies
- Leveraged SQL, Google impression data, Google Analytics, and Google Big Query to forge consumer engagement, acquisition, retention, and loyalty for 17000 Financial Advisors across the US
- Boosted Google's views by 45% within 6 months

SKILLS

Programming:	Python and R (DataCamp), SQL, SAS
Data Engineering:	Data Extraction, Manipulation, Database management, MySQL, Hadoop (Hive, Spark, HDFS)
Machine Learning:	Supervised (classification, regression), Unsupervised (clustering, dimensionality reduction etc.)
Statistical Inference:	A/B Testing, Hypothesis testing, Probability, Confidence intervals, Correlation, Regression
Business Acumen:	Project Management, Digital Marketing, Business Communication, Tableau, Google Analytics

ADDITIONAL ACTIVITIES

- Launched a regionwide petroleum conservation campaign for 337 dealers. Conceptualized and supervised over 50 transporters meets with 2,000 transporters, and saved \$12M worth of fuel annually
- Planned and oversight launch of community outreach program for Girl Government Senior Secondary School to increase awareness and access to girl education in rural India.
- Supervised a team of 10 volunteers engage community through events and educational presentations. Enrolled more than 500 girls in school within a year