



Adarsh Nair

Senior Data Science Manager

Experienced Data Science Manager leading teams of data scientists and analysts to develop predictive models and strategies, resulting in a 10% increase in conversion rates and targeted marketing effectiveness. Led the design and implementation of a recommendation engine to improve customer experience and revenue. Expertise in developing and deploying sales forecasting systems that improve forecast accuracy by 25%.

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SKILLS

Customer Personalization

Predictive Modeling

Time Series

Machine Learning

Data Analysis

Statistics

Big data

Python

Natural language processing

Sci-kit Learn

Data visualization

Elastic Search

SQL

WORK EXPERIENCE

Senior Data Science Manager

YUM! Brands

08/2022 - Present

Remote

Building the world's most loved, trusted, and fastest-growing restaurant brands.

- Manage a team of 4 data scientists and analysts to build customer propensity, and churn models.
- Design and implement a recommendation engine to improve customer experience and increase revenue.
- Build and deploy a churn model to identify at-risk customers and develop retention strategies.

Contact : Rahul Bajpai - rahul.bajpai@yum.com

Data Science Manager

YUM! Brands

04/2021 - 07/2022

Remote

- Managed a team of 3 data scientists and analysts to develop predictive models, customer segmentation strategies, and pricing optimization algorithms.
- Led the design and implementation of a propensity model to identify customers with a higher likelihood of making a purchase, resulting in a 10% increase in conversion rates.
- Managed the deployment and maintenance of a customer segmentation model, resulting in a 10% increase in targeted marketing effectiveness.

Contact : Rahul Bajpai - rahul.bajpai@yum.com

Principal Data Scientist

Kvantum Inc.

10/2020 - 03/2021

Remote

Provides comprehensive performance insights into paid, earned, owned and emerging marketing channels.

- Led end-to-end development and deployment of a sales forecasting system that improved forecast accuracy by 25%.
- Collaborated with cross-functional teams and communicate complex technical concepts to non-technical stakeholders.
- Conducted exploratory data analysis for 10+ clients and created visualizations to communicate findings to both technical and non-technical audiences.

Contact : Tanuj Taneja, Associate Director - tanujtaneja@tanujtaneja.com

WORK EXPERIENCE

Senior Data Scientist

Kvantum Inc.

03/2019 - 09/2020

Remote

- Built APIs using FastAPI, Elasticsearch, and Kafka to streamline data collection and analysis for market mix modeling and optimization projects and decrease the run time by 50%.
- Revamped the existing Cubature Kalman filter code using Julia Programming language and parallel Processing to improve performance by 80%. Added a layer of optimization to find the best model for improved forecasting accuracy.
- Developed optimization strategies using BFGS algorithm to improve marketing campaign effectiveness and ROI for clients, resulting in 8% increased sales.

Data Scientist

Kvantum Inc.

08/2017 - 03/2019

Gurugram, India

- Prepared API for Voice of Consumer project, analyzing 10M+ post and comments on social media data for each client to extract insights on customer behavior and sentiment.
- Implemented Word2Vec models to identify patterns and themes in large volumes(10+ GB) of unstructured text data.
- Conducted data analysis and created visualizations to communicate findings to both technical and non-technical audiences.

Software Engineer 1

MAQ Software

07/2016 - 06/2017

Hyderabad, India

Consulting services in Business Intelligence, Artificial Intelligence, Analytics and App Development

- Prepared a listing website using S3, Lambda, Elasticsearch, and other AWS tools for 3M+ products.
- Collaborated with a team of developers to design and implement the solution, resulting in a successful launch of the website.
- Developed a tool in C# that automatically creates PowerPoint presentations from data to save 80% of PowerPoint creation time.

Contact : Rambabu Yadlapalli, Team Lead - rambabu.1990@gmail.com

PROJECT

Customer Personalization (09/2021 - Present)

Market Mix Modelling (09/2019 - 08/2021)

Voice of Consumer (08/2017 - 08/2018)

CERTIFICATION

Google Cloud Certified Professional ML Engineer
(02/2023 - 02/2025)

HONOR AWARDS

GATE scholarship (07/2014 - 07/2016)

Scholarship offered by the Government of India to eligible students who have qualified in the GATE examination

EDUCATION

Master of Technology, Robotics

Indian Institute Of Information Technology, Allahabad

07/2014 - 07/2016

8.33

Bachelor of Engineering, Information Technology

Government Engineering College, Bhavnagar

07/2009 - 06/2013

7.6