

ISHAN V MAHAJAN

DATA SCIENCE AND ANALYTICS

CONTACT

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PROFILE

I am a **business focused data scientist** who solves data problems by clearly understanding business problems and building easy to use data products. Skilled in data analysis, data storytelling and visualisations. Proficient in SQL, Power BI and Python Shiny

EDUCATION

PhD, Physics

2014-2018

UNIVERSITY OF CANTERBURY
[CHRISTCHURCH, NZ]

TECHNICAL SKILLS

- Python (pandas, matplotlib)
- Python (Shiny)
- SQL (PostgreSQL, SQLite)
- Visual Studio/Spyder
- Power BI (DAX)
- Power Query

SOFT SKILLS

- Critical thinking
- Problem Solving
- Business Understanding
- Stakeholder Management

MANGEMENT SKILLS

- Notion
- Asana

CERTIFICATIONS

- Data Visualisation [[DataQuest](#)]
- Python [[DataQuest](#)]
- SQL [[DataQuest](#)]

INDEPENDENT DATA SCIENCE PROJECTS (GitHub)

- **Content Based Recommender System:** Developed a recommender system product in **Python Shiny** to deliver mood-based song recommendations. Implemented **cosine similarity** algorithm which analyses audio features (danceability, valence etc.) of each song and recommends the top 10 similar songs. The product provides automated commentary and an intuitive UI for actionable business insights. [Click here to open](#)
- **Marketing Mix Modelling:** In collaboration with an Agile Coach, developed a baseline marketing mix model (**Multiple Linear Regression**) in python. Developed simple charts in plotly and created an interactive data analytics **web app on dash** and hosted on render. The solution provides an easy and intuitive way for any technical/business stakeholder to generate useful insights. [Click here to open](#)

DATA SCIENCE EXPERIENCE (~4 years)

AUG 2022 – PRESENT

Senior Data Scientist |FMCG Analytics, Sydney

Leadership:

- Leading the Data Team to develop products that are scalable, maintainable and consequently help clients take informed decisions about promotional activities of their products.
- Interfacing with clients to receive valuable product feedback and necessary customisations.
- Driving **data strategy and vision** for products by translating research and data discovery into innovative data solutions.

Key Projects:

- Lead the data science team towards development of a scalable, easy to use boutique analytics product in Power BI, with its framework built on top of PostgreSQL (GCP) queries, **python scripts** and **Power BI Visualisations**.
- The product delivers an automated weekly execution summary for C-suite executives within Power BI and is valued at \$60K/category/client with a projected revenue of **\$1000K/year**.

MARCH 2020 – JULY 2022

Data Scientist |FMCG Analytics, Sydney

- Improved the **turnaround time** of an FMCG project by 50% by automating data cleaning of raw data in .csv format, corresponding EDA and visualisations in python (matplotlib).

OCT 2018 – JUN 2019

Analytics Executive, Client Analytics | Essence, India

- Developed a Brand Lift study dashboard using **Google Data Studio**, to replace previously used Google Sheet reports. The dashboard improved the **data storytelling** process and improved the turn-around times of final report delivery by 50%.