

Shubhanshu Gupta

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[LinkedIn](#) | [Medium](#) | [Github](#) | [Google Scholar](#) | [Stack Overflow](#)

EDUCATION

National University of Singapore (NUS) | NUS Computing and Business School Jul'18 - Sep'19
Master of Science in Business Analytics; GPA: 3.71/5.0 Singapore

Dhirubhai Ambani Institute of Information and Communication Technology (DA-IICT) Jul'11 - May'15
Bachelor of Technology in Information and Communication Technology; GPA: 7.58/10.0 Gandhinagar, India

PATENT & PUBLICATIONS

Shubhanshu Gupta et al. **Machine Learning Modeling to Identify Sensitive Data, U.S.A & Singapore, Patent Pending** Sep'21
USA, Singapore

Music Data Analysis: A State-of-the-art Survey Dec'14
Academy of Science and Engineering (ASE), Fourth International Conference on Harvard University, USA
BigData (Acceptance Rate ~8.5%)

Social Data Analysis: A Study on Friend Rating Influence Mar'17
WWC Connect Conference VmWare, India

EXPERIENCE

Citibank | Data Product Manager Jan'22 - Present (Singapore)

Using data and insights to proactively scout problems related to digital customer experience, marketing Citi products, acquiring HNIs on digital channels, and solving them at scale in Citi's APAC & EMEA markets.

Offer Orchestration Framework

- **Delivering** the capability to prioritize & serve the most relevant offers based on customer digital data, product holding & card-retail transactional features across SG, HK & UAE markets.
- Impacts **~500K Citi mobile app customers**, and generates **~10% uplift** in the product uptake, compared to a control group, which is served randomised offers.

Platform Experimentation using Adobe Target and Audience Manager

- **Enabling** the Citi markets to adopt the test and learn culture. Ran **>20 A/B Tests** related to optimising cards and loans acquisition journey. Generated **~\$1.1M incremental revenue**.
- Leveraging 1st & 3rd party data to **strategize** audience segment creation for targeting prospective customers and driving adoption among existing customers.

Citibank | Data Scientist Jul'20 - Jan'22 (Singapore)

Drove the initiatives under **AI/ML Centre of Excellence (CoE) as the Technical Lead**, by collaborating with cross-functional teams & stakeholders. This involved understanding & crafting use cases, building POCs through rapid prototyping in areas like Data Governance, Wealth Management, & Infrastructure Monitoring.

PII Detection Framework (Pending Patent) under Data Governance

- Designed & Implemented ML based PII Detection Framework. It prevents sensitive data exposure in data-warehouse, using an amalgam of **probabilistic classification models** on column metadata and **Natural Language Processing (NLP)** on column content.
- The framework identifies misclassified columns in the data warehouse and assigns PII sensitivity to the new columns. In addition to being scaled to all Citi markets globally, the framework is enabling data governance teams to improve their capacity & efficiency by **30x per market**.
- The project is the first to be approved for **Patent in Citi APAC** and won the first prize (across 70 teams), for solving one of the most critical pain point of data governance & integrity.

Established a **Machine Learning Kickstarter** program to **mentor** and guide Citi colleagues, learn Machine Learning.

Ad Tech | Marketing Data Scientist

Dec'18 - Jul'20 (Singapore)

(Digitas - Publicis Groupe, Dentsu Aegis Network)

(**Digitas - Publicis Groupe**) Enabled clients in the FMCG & Hospitality sectors to understand their audiences in new markets. **Increased Engagement rate** of campaigns by 30% and **decreased media cost** by 21%. Used **DeepLearning** library for Named Entity Recognition, and **NLP** to extract highly collocated words, to build audience insights.

(**Dentsu Aegis Network**) Strategized winning the right ad impression at the right bid price, using Machine Learning in Programmatic Advertising. Built **decision tree models** to identify & target the audience segment based on their behavior, intent & interests. Used **A/B tests** to evaluate the performance of campaigns.

Early & Mid Stage Growth Startups | Software Development Engineer

Jun'15 - May'18 (India)

(Truebil.com, LaughGuru.com, MuSigma)

Handled various engineering roles and projects including product backend, devOps, and analytics. Agile methodology, clear communication with stakeholders, and continuous development in short sprints, are some of the values I accrued while working with small and dynamic teams in growth startups.

- (**Truebil**) Designed and implemented Truebil's Progressive Web App (PWA) backend in Python Django which **increased the overall Buyer Lead Conversions by more than 2x**.
- (**Truebil**) Integrated CRM (detailed blog post on <https://bit.ly/shubhanshu-crm-blog>) which brought departments working in silos such as post-sales, customer-service, etc onto one platform, **leading to increased customer satisfaction**.
- (**LaughGuru**) Designed and implemented the user and sales analytics reporting platform. The former helped the customers visualize their progress and the latter, helped the management **visualize the sales KPIs**.
- (**MuSigma**) Restructured the rewards and loyalty scheme for a telecom client, **leading to personalized rewards to customers**.

TheCollegeStore - Bookly Web LLP | Founder

Oct'13 - May'15 (India)

- Founded an online marketplace for students to buy and sell books. **Received seed funding and incubation**.
- **Scaled up to 35 colleges with 1000 paid MAUs** in less than six months. Mentored and led a 15 member team for product and business development.

SKILLS

Python, SQL, A/B Testing, Segmentation & Experimentation (Adobe Target & Audience Manager), Machine Learning (Natural Language Processing, Recommendation Models, Marketing Analytics, Visualization using Matplotlib, Plotly), Stakeholder Management, Product Strategy

EXTRA-CURRICULAR

Business Analytics Club | Founding President

Founded Business Analytics Club at NUS, conducted data jamming sessions, career guidance activities, and alumni chat sessions.

Aug'19 - Jul'20
(Singapore)

Hong Kong Smart City Datathon | Global Top 20 Finalists

Designed Optimal Turn Around Time solution for Hong Kong Airport Authority using 3 months of airport data.

Oct'18
(Hong Kong)