

Cover Letter

Hello,

I am an organised and a strategic person who enjoys building strategies as in my startup, while data collection I have gathered insights of people's expectations in order to find ways to work, improve and deliver impactful content to them.

I have combination of analytical skills, business judgement, & strategic thinking to innovate & create products along with technical expertise that can be utilised to build great products.

Furthermore, I was constantly tracking the website traffic using tools like Google Analytics and social media traffic by Facebook and Twitter Analytics to rebuild the strategies or make changes if needed by using this information, I have designed the revenue model.

Case Study of my Startup :

I have started one Hindi-English News Portal during my MBA 1st Year, ran it for one year. My target audience was North Indian people, used to post news in both the languages hindi as well in english (80% in Hindi and 20% in English), English used for SEO or Page ranking promotion. Purchased a domain which can relate to news media name can be short, eye appealing and easily pronounced. Designed my own UI and UX for SpeedyNews.in. after analysing number of websites and used to read many blogs to create best UI and UX.

I randomly started posting some news covering multiple sections to collect the data, after a month, I started analyzing the data by the help of Google Analytics, Facebook Analytics, etc. Found out that majorly websites traffic peak times were between 9-11 am, 3-4 pm, 6-8 pm and 10-11.30 pm. I have further done individual analysis of viewers which came from social media platforms like facebook, linkedin, twitter, backlink and other sources.

I have also analyzed :-

1. What type of content they read?
2. In what type of content people like to spend more and less time ?
3. What are there peak times of surfing the SpeedyNews.in ?
4. From which location major traffic is reaching out and what type of content they look for ?
5. From which user interface people surf and there maximum traffic reach out from Desktop, Android, IOS, Windows etc?

Analysis was done on a daily basis and then I rebuild the strategy according to the data analysis. Reached my viewer growth from 1 thousand/day to 2 Lakh/day in a month, met 200% growth website traffic in a month. Furthermore, designed the revenue model and worked on it.

After a year, I had to shut down my work due to academics, unavailability of high speed internet and unavailability of funds.

I am eager and interested for this opportunity since it requires building strategies. I would be honoured to work with your organisation and give my best towards the responsibility I will deal into. Thank you for your time and consideration. Looking forward to hear from you.

Sincerely,
Rishabh Gupta

Rishabh Gupta

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SKILLS

PROGRAMMING

Python, R, SQL, Git
Linux (Basic)

MACHINE LEARNING

Natural Language Processing: (NLTK, Spacy)
Dimensionality Reduction
Techniques: (PCA, t-SNE)
Exploratory Data Analysis (EDA)
K-Nearest Neighbours (KNN)
Random Forest
Decision Tree
Time Series
Regression
SVM
K-Means
Hierarchical clustering

SOFTWARE

Apache Superset
Qlik Sense
Dialogflow
Tableau
Orange
SPSS
Excel

EDUCATION

MBA, Business Analytics

BML Munjal University
Jul'16-Mar'18 | Gurgaon

B.Tech, Mechanical Engineering

Uttar Pradesh Technical University
Jul'10-Jul'14 | Lucknow

ACHIEVEMENT

- 1st rank in **Ninjacart's** SQL Challenge organized by **HackerRank**.
- Have received scholarships of 1.6 lac from Upgrad and **IITB** for PGDD.

EXPERIENCE

Yatra.Com | Data Science Trainee | March'19 – Oct'19 | Gurgaon

- **Email Bot (YUVA)**
 - Maximize the Bot performance by analyzing the queries and training the bot.
 - A/B testing for the Email-Bot / Quality assurance of Yuva.
 - Work on intent classification for different LOB.
 - Work on NLP by using **Spacy** and **Dialogflow**.
- **Business Intelligence**
 - **Create** the dashboard in Qlik Sense and **SuperSet**.
 - Maintenance of **Qlik Sense Server** and Super Set Server as a **Deploy and Administer**.
 - Ad-hoc reporting on daily basis by Qlik Sense and **SQL**.
- **Hotel Mapping (Scraping):**
 - Extract data hotel data from given API and map with requirements of Marketing team

• **Web Scraping:** Used the Selenium to extract desired data.
[Spacy](#), [Dialogflow](#), [Apache Superset](#), [Qlik Sense](#), [SQL](#), [Selenium](#)

IIM Udaipur | Research Assistant (**Marketing**) | Oct'18 – Feb'19 | Udaipur

- Identified the key variables of advertisements for leads generation by Web Scarping, Machine learning, **NLP** and **Speech to Text**.
[Spacy](#), [NLTK](#), [Google's API](#)

Edelweiss Financial Service | Analytics Intern | April'18 – June'18 | Mumbai

- Data Masking: Masked the data before providing data to 3rd parties.
- Vintage Chart dashboard: Developed dashboard for loan data and automate it for next upcoming months and years.
- My chat dashboard: Developed dashboard for internal communication application data on daily basis and automate it for next upcoming months and years.
- Market Campaign data analysis: Identified the effectiveness of the MF campaign through customers call, SMS and mails.
- Mutual fund calling data: Identified the customer who have bought MF after calling according their decile.
- Mutual Fund: Identified in which month customer has purchased MF or not.

[SQL](#), [R](#), [Tableau](#)

SpeedyNews.in | Co-founder | Mar'17-Mar'18 | New Delhi

- **Product Management** and **Design Thinking**.
- Build **Marketing Strategies**.
- 200% Viewer growth in daily viewers (1K to 200K) in 1 months.

Apollo Institute of Technology | Lecturer | Sept'15- Mar'16 | Kanpur

- TQM • Entrepreneurship Development • Power Plant

IMS-DIA | Business Analyst Intern | May'17- Jun'17 | Noida

- Prepared next year **Marketing Strategy**.
- **Product Development / Product Discovery**.