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| Tanaya Melwani, CFA, FRM23 Maresfield Gardens, London, NW3 5SD, United Kingdom, +447942677495, tanaya.vaidya@gmail.com | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
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| PROFILE | | | | | | | | | | | | | | | | | Experienced Data Scientist and Analytics Professional, passionate about transforming data into actionable insights that drive strategic decision making and growth.  Industry Experience: Grocery, Retail, Natural Energy, Education | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
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| EMPLOYMENT HISTORY | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Dec 2022 — Present | | | | | | | | | | | | | | | | | Founder, DataInsights TM Ltd. | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | London | | | | | | | | | | | | | | | | |
| * Freelance consulting offering**data science and analytics tailored solutions**to clients. * Key skills: Data Analysis, Machine Learning and Data Visualisations * Collaborate closely with clients to**understand**their**business needs**, devise**appropriate**analytical**solutions**, and**communicate**results in an accessible manner with a focus on**actionable insights**and**recommendations** * 12+ years of industry experience across Grocery, Retail, Education and Natural Energy | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Mar 2021 — May 2022 | | | | | | | | | | | | | | | | | Data Scientist, Deliveroo | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | London | | | | | | | | | | | | | | | | |
| * Led**tailored analytical projects**for Deliveroo’s Grocery Strategy team, including identifying high-impact grocery items to prioritise, resulting in targeted initiatives that improved Net Promoter Score (NPS). * Designed and evaluated**A/B tests**for the Product team, driving product enhancements based on rigorous data analysis * Proactively contributed towards**enhancing**the grocery**data infrastructure**, leading to improved efficiency in data availability and analysis | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Mar 2013 — Feb 2021 | | | | | | | | | | | | | | | | | Senior Applied Data Scientist, dunnhumby | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | London | | | | | | | | | | | | | | | | |
| Analysed grocery data for a leading UK grocer, providing insights that informed critical decisions in pricing, promotion strategies, store layouts, product ranging, category management, new product development, and marketing campaigns.  **Key Skills**   * **Data Science & Analytics:**Machine Learning (k-means clustering, XGBoost, propensity modeling), Data Analysis, A/B Testing (for store trials, marketing campaigns), Dashboards * **Tools & Technologies:**SQL, Python, Tableau, Microsoft Excel * **Communication:**Skilled in interpreting non-technical briefs, developing tailored analytical solutions, and translating complex data into clear, actionable insights, effectively communicating results to non-technical stakeholders   **Company Initiatives**   * **Learning & Development:**Course Facilitator for the "Introduction to Statistics" course, updating content to align with commercial team needs and successfully delivering the course three times annually. * **Knowledge Sharing:**Designed and launched an internal website to facilitate effective knowledge sharing between the Data Science and Commercial teams, improving cross-functional collaboration. * **Recruitment and Outreach:**Represented dunnhumby at University Career Fairs, enhancing the company’s brand presence. Delivered a guest lecture on Propensity Models and their application to Retail at Oxford University, strengthening academic relationships. | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
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| EDUCATION | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Sep 2010 — Sep 2011 | | | | | | | | | | | | | | | | | MSc in Applied Statistics, Oxford University | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | Oxford | | | | | | | | | | | | | | | | |
| Sep 2001 — May 2004 | | | | | | | | | | | | | | | | | BSc. in Finance (High Honors), Rutgers University | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | New Brunswick, NJ, USA | | | | | | | | | | | | | | | | |
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| SKILLS | | | | | | | | | | | | | | | | | Data Analysis | | | | | | | | | | | | Expert | | | | | | | | | | | |  | | | Data Visualization | | | | | | | | | | | | Expert | | | | | | | | | | | |
| Machine Learning | | | | | | | | | | | | Experienced | | | | | | | | | | | |  | | | Customer Insight | | | | | | | | | | | | Expert | | | | | | | | | | | |
| Segmentations | | | | | | | | | | | | Expert | | | | | | | | | | | |  | | | SQL, Python | | | | | | | | | | | | Expert | | | | | | | | | | | |
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| FINANCE CAREER | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Mar 2004 — Sep 2007 | | | | | | | | | | | | | | | | | Finance Analyst at Deutsche Bank | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | New York City | | | | | | | | | | | | | | | | |
| * **Validated daily P&L**for the trading desk, ensuring accuracy in financial reporting across credit default swaps, corporate bonds, treasuries, and equities. * **Collaborated closely with business head controllers**to verify financial forecasts and authored detailed performance commentary for investor reports. * **Consolidated monthly, quarterly, and annual forecasts**and income statements for the Private Wealth Group, providing critical financial insights and ensuring alignment with business objectives, regularly contributing to key management reports like the MD&A (Management Discussion & Analysis) | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Sep 2007 — Jul 2010 | | | | | | | | | | | | | | | | | Hedge Fund Analyst at HSBC | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | London | | | | | | | | | | | | | | | | |
| * **Performed comprehensive investment due diligence**on hedge fund candidates for inclusion in the fund of funds portfolio, ensuring alignment with strategic investment goals. * **Conducted regular interviews with fund managers**to gain deep insights into performance attribution, risk assessment, and investment outlook, facilitating informed decision-making. * **Delivered well-supported buy/sell recommendations**to the research committee, accompanied by detailed research reports that underpinned strategic portfolio decisions. | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Jul 2004 — Jun 2006 | | | | | | | | | | | | | | | | | CFA (Chartered Financial Analyst) | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | New York City | | | | | | | | | | | | | | | | |
| Aug 2006 — Aug 2007 | | | | | | | | | | | | | | | | | Financial Risk Manager (FRM) Certification | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | New York City | | | | | | | | | | | | | | | | |