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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
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| 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
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| 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)
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| 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.
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| Jul 2004 — Jun 2006 | CFA (Chartered Financial Analyst) | New York City |
| Aug 2006 — Aug 2007 | Financial Risk Manager (FRM) Certification | New York City |