

Tanaya Melwani, CFA, FRM

23 Maresfield Gardens, NW3 5SD, London, United Kingdom, +447942677495, tanaya.vaidya@gmail.com

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

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.

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

SKILLS

Data Analysis	Customer Insight
Data Visualization	Segmentations
Machine Learning	SQL, Python

FINANCE CAREER

Mar 2004 — Sep 2007	Finance Analyst at Deutsche Bank <ul style="list-style-type: none">• 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)	New York City
Sep 2007 — Jul 2010	Hedge Fund Analyst at HSBC <ul style="list-style-type: none">• 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.	London
Jul 2004 — Jun 2006	CFA (Chartered Financial Analyst)	New York City
Aug 2006 — Aug 2007	Financial Risk Manager (FRM) Certification	New York City