

Amandeep Singh Khanna

A results-oriented Data Scientist with 7+ years of experience designing data-driven solutions in marketing analytics, commercial effectiveness, and customer behavior prediction. Proven success leading impactful projects involving predictive modeling, marketing mix, and survival analysis. Generating over \$25M in business value. Strong foundation in ML/AI, statistical modeling, and end-to-end productization of analytical systems. Adept at collaborating with stakeholders, mentoring teams, and deploying scalable solutions using tools like PySpark, SQL, and Databricks.

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SKILLS

Analytics: Predictive Modeling, Statistical Inference, Causal Analysis, Segmentation

Machine Learning: XGBoost, Random Forest, Logistic Regression, Neural Networks, SVM, NLP, Time Series

Platforms: Databricks, Azure, AWS, MLFlow, Snowflake, PowerBI

Languages & Tools: Python, PySpark, SQL, R, Git, Streamlit, MLOps

WORK EXPERIENCE

Fractal Analytics Aug. 2022 – Present

Data Scientist

- Led fraud detection project for a CPG beverage client using DBSCAN clustering, saving ~\$16M by identifying high-risk distributors.
- Headed end-to-end design and deployment of Price Pack Architecture (PPA) optimization system, achieving \$6M in cost savings.
- Developed intricate time series models to compute baseline sales, enabling Trade Promotion Optimization (TPO) and adding \$5M in incremental value.
- Built a dynamic predictive SMS reminder system using survival analysis (Weibull distribution) to optimize customer reordering cadence and adding \$2M increase in revenue.

St. Joseph's University, Bangalore Jun. 2020 – Present

Guest Faculty

- Taught courses in Machine Learning, Power BI, and Research Methods. Mentored students in data science projects and academic research.

Syneos Health Aug. 2021 – Jun. 2022

Data Scientist II

- Partnered with omnichannel marketing teams to deliver commercial effectiveness and HCP segmentation strategies.
- Conducted promotional response analysis, market mix modeling, and campaign attribution using causal inference.
- Designed analytical frameworks for sales force effectiveness and patient referral behavior.

Tata Consultancy Services (TCS) Jun. 2018 – Aug. 2021

Data Scientist

- Delivered data-driven insights by managing full ML pipelines from data acquisition to predictive modeling.
- Designed classification/regression models for large-scale commercial analytics projects. Contributed to business development through POCs and RFIs; managed stakeholder communications and requirement gathering.
- Worked across multiple client engagements, ensuring quality delivery under tight deadlines.

Analytix Labs

Data Science Intern

May. 2018 – Jun. 2018

- Built a classification model and real-time dashboard using Python-Flask to analyze unstructured customer feedback.

Tata Consultancy Services (TCS)

Data Science Intern

Nov. 2018 – Aug. 2018

- Built pre-processing pipelines for dashboards using Power BI, and Tibco Spotfire.
- Conducted R&D for valve stiction prediction for a global oil & gas firm.

PUBLICATIONS

- [Comparative Study for Optimizing Sales through Media – IEEE \(2023\)](#)
- [A Graph Neural Network Approach for Identification of Influencers and Micro-Influencers in a Social Network: *Classifying influencers from non-influencers using GNN and GCN – IEEE \(2023\)](#)

AWARDS & RECOGNITION

- Customer Star Award – Fractal, Jan. 2025
- Outstanding Contributor – TCS, May. 2019
- Star Performer of the Month – TCS, Dec. 2018

EDUCATION

St. Joseph's University

MSc. Big Data Analytics

May. 2018

- Batch Valedictorian

St. Joseph's University

BSc. Mathematics, Electronics & Computer Science (MEC)

May. 2012