RISHABH PRATAP SINGH SISODIA

• Los Angeles, California • 213-619-8120 • rsisodia@marshall.usc.edu • www.linkedin.com/in/rishabhpratapsinghsisodia • rishabhsisodia.com

EDUCATION

University of Southern California, Marshall School of Business – Los Angeles, CA   **May 2025**
Master of Science in Business Analytics (STEM); CGPA: 3.70 (Dean's list)
- **Activities:** Research Assistant - coauthoring Marketing Channel teaching manual book for MBAs and Professors, BASA Ambassador
- **Projects:** Spotify Song Popularity Regression Analysis, Influence of Campaign and Demographic Variables on In-Store Spending
- **Courses:** Machine Learning, Deep Learning, Applied Statistics, Relational and non-relational Databases, Time Series, Forecasting

Vellore Institute of Technology – Vellore, IN   **June 2020**
Bachelor of Technology in Electronics and Communication Engineering; Overall: 87.5%
- **Activities:** VITEEE Tuition Scholarship Top 5%, Innovation Labs Lead, National University of Singapore – HPE Academic Intern
- **Publication:** Tagging of Weakly Labeled Acoustic Data Using Skip Layer Connection Detection Classification Model *(DOI: 10.1007/978-981-15-8221-9_5)* – Springer LNEE. Mel spectrogram audio tagger implementing JDC model attaining EER 0.7

WORK EXPERIENCE

KiE Square Analytics   **June 2024 – August 2024**
Summer Data Analyst
- Developed a cross-marketplace visualization dashboard using web-scraped public marketplace data for price tracking, product strategy, ranking, review sentiment analysis, share of voice, competitor benchmarking, marketplace KPI correlation, and listing tag analysis, benefiting eCommerce specialists, product managers, brand managers, SMB owners, and marketing teams

Citigroup   **April 2021 – July 2023**
Senior Business Analyst
- Spearheaded decision analytics initiatives, leading a team to support B2B2C credit card services for multiple billion-dollar retailers. Engineered growth and marketing strategies, and facilitated ad-hoc root cause analysis for data-driven decision-making
- **Customer Value Proposition and Customer Segmentation:** Led a team of 5 to tailor Customer Segmentation for Marketing Campaigns driving **9.2% and 11.9% YoY sales growth on PL/CoB cards** for 2 US retailers. Applied high-dimensional reduction and clustering algorithms in Python on Customer KPIs for a tailored marketing strategy **(Earned Citi Gratitude Performance Award)**
- **Loyalty Point Forfeiture Classification and Forecasting:** Executed a loyalty points redemption analysis, classifying behaviors (forfeited/redeemed) with Logistic Regression and forecasted forfeiture trends of at-risk accounts leveraging SARIMA using SAS and Python. Presented 2x points for at-risk accounts to **mitigate NYS Senate 520E bill expected loss and re-engage customers**
- **APR Tier Adjustment Descriptive Analysis:** Developed a competitive APR adjustment strategy for a major retailer, ensuring over 92% customer retention and generating an **additional ~$90M in expected revenue**. Achieved success from tier adjustments & Sales/Balance KPI analytics using SQL and Excel and presented visualization for stakeholder review, exceeding profitability goals
- **Cluster Analysis**: Conceptualized campaign offers for Fortune 50 retailer, employing feature selection, K-means++ clustering, and cluster analysis with SQL and Python achieving **~72% higher sales versus proforma** on credit cards **(Promoted to Senior Analyst)**
- **Analytical Portfolio Deep Dive:** Directed an in-depth analysis of a newly integrated retailer's 300k accounts portfolio. Pinpointed growth opportunities, identified Sales/Balance predictors via Regression in Python, evaluated past campaign offers, and conducted distribution analysis on KPIs, all aimed at informing future decisions **(Awarded Citi Gratitude Performance Award)**
- **Transaction Pipeline Automation:** Enhanced Citi's wallet transaction efficiency by automating 10 pipelines with AutoSYS watcher jobs & worked on OLTP data management PoC for reliable data routing and integrity across servers **(Internal mobility)**

EXL Service   **September 2020 – April 2021**
Business Analyst
- Delivered machine learning and analytics solutions for EXL's healthcare client, dynamically targeting customers for campaigns
- **Cancer Infographic Campaign Strategy:** Spearheaded Cancer infographic campaigns targeting the cancer susceptible population by adopting an Ensemble Classification Model in Python with customer prescription and medical history embeddings. Visualized the insights and drafted 2 action plans to provide best-suited Infographic campaigns for EXL's US Healthcare Client (Fortune 500)

SKILLS & INTERESTS
- **Data Skills:** Python, SQL, Tableau, Power BI, SAS, MongoDB, HiveQL, TensorFlow, Keras, Scikit Learn, Matplotlib, Excel, Pandas
- **Analytical Skills:** Hypothesis Testing, Statistical Testing, Regression Analysis, A/B Testing, Forecasting, Machine Learning, Data Visualization, Customer Segmentation, Customer Dynamic targeting, Descriptive Analysis, Forecasting, Decision Management
- **Strategic Skills:** Data-Driven Strategy, Storyboarding, Dynamic Targeting, Business Intelligence Reporting, Project Management