ASEEM MEHROTRA

| Harvard Business School | Massachusetts Institute of Technology | University of Stirling, Scotland | ADNOC | Reliance Industries Ltd. |

Risk Management | Business Analysis | Supply Chain Management | AI/ML | Microsoft Certified Power BI Data Analyst Associate

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Education & Certifications

September 2023 – September 2024
Master of Science in Data Science for Business | University of Stirling, Scotland (Full Time)
Best Scorer in **Business Consulting** and **Statistics** Modules among the cohort.
Student Academic Representative for **Statistics with R** Module

September 2024
Certified Enterprise Risk Manager | CPD (UK)
Certificate in ISO 31000:2018 (**Certificate Link**)

July 2024
Microsoft Certified: Power BI Data Analyst Associate (Certification Link)

April 2024
Alteryx Foundational Micro-Credential

March 2024
CSCMP Supply Chain Foundations: Transportation Professional Certificate (Certificate Link)

February 2024
Business Analytics Specialization | Coursera (University of Illions) (Certificate Link)

July 2023
Machine Learning Specialization | Coursera (Stanford University) (Certificate Link)

May 2023 – July 2023
Data Science and Machine Learning: Making Data-Driven Decisions, MIT Schwarzman College of Computing (Certificate Link)
Assimilated modern machine learning concepts, including supervised learning (linear regression, logistic regression, decision trees, random forest, XGBoost, neural networks) and unsupervised learning(clustering).

Overview

Highly **analytical** and **results-oriented** professional with 16+ years of experience in leveraging data science, risk management, and business analysis to drive strategic **decision-making** and **optimize processes**. Proven ability to **identify and mitigate risks**, **analyze complex datasets**, and develop actionable insights through **advanced data visualization** and **machine learning** techniques. Proficient in **Python, SQL, and Power BI**, with a strong focus on delivering impactful solutions that enhance **efficiency, productivity, and profitability**.

Profile Summary

- **Data-informed Risk Management Specialist** with 16+ years in Oil & Gas, adept at identifying, examining, and mitigating risks to enhance operational efficiency and safety.
- **Impact-focused Business Analyst** fueled by data to achieve strategic decision-making and process optimization.
- Proficient in **Python, SQL, Power BI,** and **Azure MLOps**, dedicated to driving continuous improvement and innovation through AI and machine learning solutions.
- Proven ability to communicate complex concepts effectively with internal and external clients to understand requirements and manage expectations.
- Dedicated to fostering continuous improvement and innovation through AI and machine learning to contribute to a more sustainable and inclusive world.
- Demonstrated a commitment to continuous learning and professional development through various certifications and courses, enhancing adaptability to new challenges.
- Consistently delivered high-quality services to meet client needs, achieving continued high satisfaction from operational users.
- Distinguished track record of successfully leading cross-functional teams and projects, fostering collaboration and delivering results.

Work Experience

Apr'15 – Aug'23 | ADNOC Gas, Abu Dhabi | Instrumentation and Control Engineer

- Mitigated **risks** in brownfield projects, boosting system reliability by up to **20%**.
- Analyzed **process data** to identify patterns, minimizing equipment downtime by **20%**.
- Conducted **root cause analyses** to prevent recurring issues, improving system availability to 99%.
- Collaborated on 10+ **engineering change projects**, **saving USD 1 million**.
- Optimized the **weekly work planning process**, increasing human resource utilization by **15%** and decreasing non-compliance tasks by **80%**.
- Built **KPI dashboards** using **Excel** and **Power BI**, resulting in a **12%** improvement in HSE compliance.
- Coordinated daily operations and project assignments for a team of 15, increasing task completion rate by **10%**.
- Crafted **training material** for new joiners, elevating training effectiveness by **60%**.
- Prepared and implemented standard maintenance procedures to ensure performance and safety compliance.
- Delivered project and performance presentations to stakeholders, securing project approvals.

Nov'06 – Apr'15 | Reliance Industries Ltd, Surat | Senior Instrumentation Reliability Engineer

- Enhanced maintenance planning & execution process to increase the resources utilization by 15%.
- Monitored shutdown activities to assure timely and safe start-up after turnaround.
- **Collaborated** as a team member on Emergency Shutdown System (ESD System) upgrade projects in the polyethylene plant, enhancing safety, reliability, and plant availability by 50%.
- Awarded "**Significantly Exceeded Expectations**" for three successive years (2009-2012).
- Awarded best trainee during the first year of employment.

Technical Skills

Data Science & Analytics: Data Modeling, Data Visualization, ETL/EDA, Time Series Forecasting, Statistical Analysis, Machine Learning (Linear/Logistic Regression, Decision Trees, Random Forest, XGBoost, Neural Networks, Clustering), Deep Learning, Natural Language Processing

Risk Management: Risk Identification & Assessment, Root Cause Analysis, Risk Mitigation Strategies, HAZOP, Safety Integrity Studies

Business Analysis: Requirements Gathering, Process Optimization, KPI Development, Performance Management, Stakeholder Communication, Presentation Skills

Software: Python, SQL, Azure MLOps, Power BI, Tableau, Excel (Pivot Tables & Charts)

Soft Skills: Leadership, Communication, Teamwork, Problem-Solving, Adaptability, Continuous Learning

Personal Details

DOB: 15th December 1984
Languages: English & Hindi

Key Projects

Digital Transformation and Automation Project at Wholesale Brand Management Ltd., Alloa, Scotland (Internship cum Live Project: MSc Data Science for Business)
- Spearheaded the organization's **data reporting process**, automating data integration with **Power BI** to develop a performance management system that **enhanced decision-making efficiency by 50%**.
- Optimized **Power BI dashboards** for monitoring marketing, operational, sales, and financial performance, leading to a **10-12% enhancement** in employee work efficiency.
- Formulated a digital marketing effectiveness and financial performance tracking system in Power BI.
- Digitized leads conversion data through **advanced Power BI visualizations**, increasing the leads conversion rate by **8-10%.**
- Integrated text analytics in Power BI to **minimize pending issues by 50%.**

Hazard and Risk Analysis Study in Sulfur Recovery Plant at ADNOC Gas
- Assessed **potential hazards and operational risks** in a Sulfur Recovery Plant through a HAZOP and safety integrity study.
- Identified and mitigated over **30 potential hazards**, curtailing safety incidents.
- Developed and implemented risk mitigation strategies to safeguard **100% safety compliance**.

Reliability improvement of Furnace Temperature Monitoring System at ADNOC Gas
- Led a **cross-functional team** to upgrade the furnace temperature monitoring system, **reducing downtime by 25%** and **improving** furnace **reliability by 10%.**
- Standardized inventory for four furnaces, **saving USD 150,000**.
- Presented project outcomes to stakeholders, securing their buy-in.

Emergency Shutdown System (ESD) Upgrade Project at Reliance Industries Ltd.
- Led a team of engineers and supervisors to execute a planned turnaround in the Polyethylene plant.
- Upgraded the relay-based hardwired ESD system to a Triconex PLC with SIL3 compliant system architecture.
- Completed the project on time, adhering to all safety compliances with zero safety incidents, and augmenting system reliability by at least 50%.

Academic Projects

Fake News Classification using Gensim Word2Vec
- Applied **Gensim Word2Vec** and ensemble learning models to achieve 78% recall and 79% specificity in classifying fake news articles.

Text Analytics and Sentiment Analysis
- Explored sentiments in social media posts, identified frequent words/bigrams, and analyzed sentiments using **Vader Sentiment Analyzer**.
- Achieved 81% recall and 82% F1-score on sentiment classification.

Product Classification based on Product Description using LLM (Generative AI/ GenAI)
- Employed **LLM prompt engineering** for product classification, attaining 92.5% accuracy with **few-shot prompting**.

Rise of Bitcoins Tableau Visualisation
- Created a Tableau visualization interpreting Bitcoin trends, featured as "Viz of the Day".

Customer Satisfaction Rating Prediction (Hackathon: Shinkansen Travel Experience; Great Learning):
- Developed a sequential ANN model to predict customer satisfaction, attaining 95.22% accuracy.
- Ranked top six in the hackathon.

Predicting Potential Customers (Academic: MIT IDSS)
- Deployed machine learning algorithms to predict lead conversion, reaching 87% True Positive Rate and 77% F1-score.