

# ASHUTOSH MOHAN PARAB

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## PROFESSIONAL SUMMARY

MSc Business Analytics and Decision Science graduate (University of Leeds, 2025), with strong data analysis and business analytics capabilities. Former owner of Ashutosh Foods, where I built and managed supply chain operations, implemented forecasting models, developed Power BI dashboards, and used customer segmentation to guide pricing and sales strategies. Skilled in machine learning, time-series forecasting, and data storytelling. Seeking Data Analyst / Business Analyst roles where I can combine analytical depth with commercial experience.

## PROFESSIONAL EXPERIENCE

### Business Analyst - Ashutosh Foods, India

Aug 2023 - Aug 2024

- Implemented Excel based planning and inventory controls. Built monthly PowerBI dashboards for sales and vendor performance.
- Created customer clusters based on demographics and adjusted the pricing strategy to enhance sales by 5%.
- Directed the development of forecasting programs and initiatives with Excel to eliminate stock-outs and overstocking.
- Provided the top management with guidance in relation to the pricing strategy, vendor performance, and customer trends.
- Directed seminars to educate local farmers about organic farming practices, efficient farming and government initiatives to uplift the farmers. This led to an increase of almost 8% in crop output.

## PROJECTS & ACADEMIC WORK

### Master's Dissertation – Wallet-Level Fraud Detection for Cryptocurrency (Elliptic++ Dataset)

- Built an interpretable wallet-level fraud detection framework using logistic regression, LightGBM, and short-window time-series forecasting.
- Identified key fraud indicators (counterparty diversity, fee behaviour, abnormal activity spikes) using correlation tests, stability selection and SHAP.
- Demonstrated that static models achieved highest accuracy, while temporal models provided earlier alerts for active wallets (high-confidence alerts at ~0.8).
- Designed a fully reproducible pipeline covering data cleaning, scaling, feature pruning, sequence building, and calibration.

### ICO (Initial Coin Offering) Success Prediction

- Using a Random Forest, XGBoost and Logistic Regression classifier pipeline, trained a model that predicted the tendency of an Initial Coin Offering (ICO) to be successful.
- Did feature engineering, hyperparameter tuning, and examined the model in terms of ROC-AUC and Precision-Recall.
- Presented practical details to find good projects in ICO in which investors can invest.

### US Personal Consumption Expenditure (PCE) Forecasting

- Built ARIMA and Prophet forecasting models to predict monthly US PCE trends.
- Conducted time series decomposition and identified seasonality patterns influencing consumer spending.
- Presented results through interactive Power BI dashboards to support macroeconomic decision-making.

## EDUCATION

### University of Leeds, United Kingdom

(2024-2025)

MSc Business Analytics and Decision Sciences

Relevant Coursework: Machine Learning, Business Analysis and Forecasting, Decision Making, Data Visualisation

### Visveswaraya Technological University, India

(2019-2023)

Bachelor of Engineering in Computer Science

Relevant Coursework: Data Structures, SQL, Java, Web Development, Data analysis

## SKILLS & CERTIFICATIONS

**Programming & Tools:** Python, R, SQL, Java, C++, JavaScript, Power BI, Excel, Git.

**Data Science & Analysis:** Machine Learning, Forecasting, Regression, Classification, Clustering, Time Series, EDA

**Certifications:** Microsoft Excel Associate