



Raghav Verma

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Summary

AI and digital strategy professional with 5.6 years of experience in enterprise-scale AI, analytics and technology consulting, delivering business impact across customer data platforms, GenAI automation, healthcare analytics, retail intelligence and marketing effectiveness. Strong foundation in stakeholder management, cloud transformation and AI-led business process improvement.

Professional Experience

Data Science Consultant | Accenture | Gurugram

- Led enterprise-scale Customer Data Platform (CDP) transformation and governance for a global consumer goods client; ensured seamless migration across marketing and CRM ecosystems, improved data reliability by 30% and strengthened campaign execution readiness.
- Spearheaded design of an AI-driven customer intelligence framework using advanced segmentation and persona analytics; identified high-potential cohorts, improved campaign effectiveness by 15-20% and optimized marketing spend allocation.
- Architected an LLM-powered data quality remediation platform to identify and correct customer data issues across enterprise pipelines; reduced manual intervention by 60%, improved data availability by 40% and enhanced trust in critical data assets.
- Developed a Generative AI-based competitive intelligence solution to extract and structure product and pricing information from e-commerce platforms; reduced market research effort by 70% and accelerated commercial decision-making.
- Delivered cloud-native AI and data engineering solutions using modern data platforms and automation frameworks, enabling scalable analytics, operational efficiency and data-driven decision-making across global business functions.

Senior Analyst (Data Science) | Tiger Analytics | Hyderabad

- Consulted Fortune 500 clients across financial services, healthcare, retail and consumer goods on analytics, AI and decision-support initiatives.
- Led development of a customer persona intelligence platform for a leading financial institution; enabled automated customer classification, expanded targetable customer base by 25% and improved campaign targeting effectiveness by 15-20%.
- Developed a healthcare AI solution that transformed unstructured medical records into structured insights for insurance operations; reduced manual review effort by 60%+, improved claims turnaround time by 40% and enabled nearly 3x daily record processing.
- Spearheaded a conversational analytics platform for enterprise sales insights through natural language interactions; reduced dependency on analyst-generated reports by 50%, cut report generation time from hours to minutes and increased self-service analytics adoption by 35%.
- Designed a cloud-based marketing effectiveness framework for a nationwide bakery chain; quantified promotional and loyalty impact, improved promotional ROI by 8-12% and enhanced campaign effectiveness by up to 15%.

Associate Consultant | Lumenci Inc. | Gurugram

- Provided technology consulting services across intellectual property, legal technology and innovation advisory engagements.
- Spearheaded development of a predictive project estimation platform for legal and technology consulting engagements using historical project and operational data; improved forecasting accuracy by 35% and reduced planning effort by 50%.
- Enabled more effective resource allocation across delivery teams through predictive project planning and operational optimization.
- Advised law firms and Fortune 500 corporations on technology-enabled business solutions, supporting IP strategy, operational optimization and data-driven decision-making through analytical problem solving and stakeholder collaboration.
- Represented the organization at the NASSCOM Artificial Intelligence Conference and contributed to internal AI capability building through an educational series on machine learning fundamentals.

Education

- B.Tech in Electronics and Communication Engineering, Indian Institute of Technology (ISM), Dhanbad
- Post Graduate Program in Data Science and Engineering, Great Lakes Institute of Management

Accomplishments and Awards

- Earned the ACE Award / 'Champions of Quarter' at Accenture for exceptional work in the business intelligence program.
- Earned the Project Above and Beyond Certificate of Appreciation at Lumenci for exceptional work.

License & Certifications

Udemy SQL Course For Beginners: Learn SQL Using MySQL Database

Co/Extra-curricular

- Played and won medals for the college football team in Inter-IIT sports fest and SPARDHA; actively involved in athletic activities.