



Raghav Verma

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Summary

AI and digital strategy professional with 5.6 years of experience in enterprise-scale AI, analytics, product management 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

Jan' 24 – Mar' 26

- 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

Oct' 21 – Dec' 23

- 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

June' 19 – July' 20

- **Owned product development for an internal predictive project-planning platform**, translating delivery-team pain points into product requirements and leveraging historical project data to improve estimation accuracy by **35%**, reduce planning effort by **50%**, and optimize resource allocation.
- Worked cross-functionally with consulting and delivery stakeholders to **define use cases, prioritize requirements, validate outputs, and drive adoption** of the internal planning tool across project teams.
- Advised law firms and Fortune 500 clients on **technology-enabled business solutions**, combining stakeholder discovery, analytical problem solving, and solution design across intellectual property, legal technology, and operational optimization engagements.
- Contributed to the firm's **AI capability-building and product innovation agenda** through participation at the NASSCOM Artificial Intelligence Conference and publication of an internal machine-learning knowledge series.

Profile Committee Member, PGPX, IIM Ahmedabad

June' 26 – present

- Identified bottlenecks in the profile-vetting workflow and led development of a GenAI-based automation solution, reducing manual review effort by **~90%**.
- Owned requirements, validation, and process improvement for student profiles used in **placements and institutional publications**, improving consistency and turnaround time.

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.
- Cleared highly competitive examinations including JEE Advanced (AIR-5423).

License & Certifications

Udemy SQL Course For Beginners: Learn SQL Using MySQL Database

Lean Six Sigma Green Belt Certification Programme

Google AI Educator Series

Co/Extra-curricular

- Played and won medals for the college football team in Inter-IIT sports fest and SPARDHA; actively involved in athletic activities.
- Publication Cell Member, Product Management Club, IIM Ahmedabad — Curate, review, and publish the Product Management preparation casebook and related knowledge resources for the student community.
- Profile Committee Member, PGPM, IIM Ahmedabad — Led a GenAI-driven profile vetting automation initiative, redesigning the review workflow and reducing manual effort by ~90% for placement and institutional profiles.