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**Professional Summary**

* Over 5 years of experience in handling the projects with sound knowledge on statistical tools(R, Minitab, Python), Tableau, SQL server and BI reporting tools.
* End-to-End Analytics Project management experience which constitutes requirement elicitation, data preparation, data processing, building statistical Models, Post-Modeling analysis and presenting the results.
* Proficient in statistical inference, predictive model selection, data visualization, business intelligence, operations research, performance management and algorithm evaluation.
* Track record of developing strategy and policy using data science and predictive analytics with risk identification through Classification & Decision models by leveraging skills in Machine Learning Algorithms, Data Mining, Text Mining, Hypothesis, Optimization.
* Strong experience in Data Mining Supervised and Unsupervised techniques: Clustering, Market Basket Analysis, Association Rules, Tree Based Models, Text Mining, SVM and Recommendation Systems.
* Collaboration skills to prioritize and identify solutions that integrate well with existing work flows.
* Leadership skills to bring different functional groups to work towards common yet challenging goals.
* Proficient in developing reports and dashboards using BI tools like Tableau and IBM Cognos.
* Onsite experience in KL, Malaysia.

**Accomplishments & Educational Background**

* Best contributor award for CSAP, GIR 2 releases and received few 'Thank You' cards – Deloitte.
* Elected as official communications lead for Direct LineT.
* Increased Sign Up conversions by 18% - Kohl's.
* Post Graduate in Business Management from B-School.
* Bachelor of Science.

**Technical Skills**

GRC tools RSA Archer

Data base SQL server, MS Access, MongoDB

Statistical tools RStudio, Python, Minitab

BI Reporting tool Tableau, IBM Cognos

UML Drawing tools MS Visio, Visual Paradigm, StarUML

Business Modeling Tools IBM Jazz (RTC, RRC, RQM), Jira, MS Project Plan

Prototype/wireframe tools Balsamiq, Axure

**Affiliations**

* Member - International Institute of Business Analysts (IIBA).
* Preparing for Certified Business Analyst Professional (CBAP) certification.
* Preparing for Certified Scrum Master (CSM) certification.

**Professional Experience**

**Employer** Innodatatics Inc.  **Jan 2017 – till date**

**Client** Overseas Visa consultancy.

**Project Title** Telematics: CollectiveZ

**Role** Associate Data Scientist

CollectiveZ helps to improve the business of its customers by recommending the right opportunities to go after and the risk involved in each opportunity using the advantage of predictive analytics.

**Responsibilities:**

* Part of research team involved in predicting the revenue, closure time and winning probability of an opportunity from the historical sales data of the Vendor/College/University.
* Performed Machine Learning Algorithms like Clustering, Text mining, Document Classification, Boosting and Bagging, Collaborative Filtering: content / item / User based, Semantic Analysis to build predictive models which would support the sales team to analyze and understand the winning probability of the opportunity.
* Involved in developing the recommendation system to recommending the logical list of Universities / Colleges best suitable to the candidate with respective to marks, scores, budget, country of interest based on the historical sales data.
* Supported the development of tree based algorithms and text mining to automate the predictive dialler process on regional language, enquiry’s, issues, VISA paper work support, initial document handling team, etc

**Client** CaddCenter

**Project Title** Student Analytics

Performed NLP to identify context of the unstructured text reviews, extend the utilization of text mining techniques, sentiment polarity & the sentiment analysis.

**Responsibilities:**

* Part of research team involved to help the client to understand nuances of unstructured text data.
* Created an API in RStudio to import the data collected in terms of feedback provided by students from CADD Centre feedback tool (QACS) Quality Assurance & Customer Satisfaction.
* Established a set of word count and indicated the usage of what positive words in social media is generating maximum traffic to the landing page of the course.
* Performed Positive vs Negative word comparison, Positive Word Cloud, Negative Word Cloud, nGram word cloud, Sentiment Polarity Plot and Semantic analysis to identify which course is most successful, least opted based on student satisfaction and which trainer is most successful.
* Performed clustering to identify the segments of satisfied and unsatisfied feedbacks.
* Communicate to team members, leadership and stakeholders on findings to ensure analysis were well understood and incorporated into business processes.
* Presented technical analysis to internal and external clients and put together high level and detailed presentations to the target audience.

**Employer** EcentricHR Solutions  **Nov 2015 – Jan 2017**

**Client Deloitte USI**, Hyderabad

**Project Title** Archer eGRC

**Role** Sr. Business Systems Analyst

Configure RSA Archer eGRC core solutions and integrate them with multiple data sources. Modules: General Administration, Compliance Management, SecOps Management, Incident Management, Vendor Management, Client Security Assistance Program, Procurement Management, ISO Risk Assessment.

**Responsibilities:**

* Part of GTS-Security Studio Analytics group, engaged in a variety of projects to drive efforts across Governance, Risk & Compliance to identify opportunities, elicit requirements, build & validate models.
* Application of cross-functional use-cases from POC through production includes data discovery/quality, identifying patterns (descriptive analytics) predictive models (predictive analytics), outcomes /simulations and decision making (prescriptive analytics).
* Strong knowledge of information security assessment, business continuity assessment, risk assessments pertaining to Clients & Member Firms IT environment and provide on demand support to the Leadership.
* Evaluated options for understanding the 'Security Alerts' data elements available in a limited context within OLTP database and research options for bridging the gap, based on 'Security Incidents' data elements widely available within OLTP Database to bring about a 360 degree view of data leading to insights.
* Apply best practices and machine learning techniques to identify optimal modelling approaches to design, build and resolve problems.
* Building, publishing & scheduling customised interactive reports & dashboards using Tableau.
* Engaged and facilitated discussions between client and core Data Analytics - GTS Operational Data Store solution / backend teams.
* Over 46 Member Firms are leveraging this functionality.

**Employer Fedele Infosolutions** **Aug 2012 – Nov 2015**

**Client TCS:** Direct Line Distribution Sdn Bhd., Malaysia

**Project Title** WMS - Portal

**Role** Business Analyst

Platform centric e-Commerce solution to integrate operational systems for Web Commerce, Mobile Commerce, Customer Service, Merchandising, Governance & Compliance, Customer Segmentation & Targeting, Reporting and Analytics.

**Responsibilities:**

* Part of the core SCM Research team, analyzed business process to define scope of the project and focused on identifying data patterns which lead to actionable insights and transformed into predictive models.
* Closely worked with Business Continuity Management team to elicit requirements and data transaction information related to OLTP and OLAP and prepared Visio designs on business workflow requirements.
* Analyzed data, presented findings and suggested strategic improvements using Tableau.
* Performed Exploratory Data Analysis to identify data patterns, data quality issues and used training, test & validation data for predictive models (ARIMA models).
* Developed predictive churn model to identify customers with high potential to disconnect from the network.
* Developed user-friendly, modular statistical models using R, MongoDB, Minitab and Tableau for comprehensive analysis with a focus on automation, scalability and insights.
* Assisted the technical architect to score in-house predictive models and implemented company-wide data mining, data analytics, predictive modeling and machine learning standards.
* Conducted robust data analysis for process & product development process, review and optimization of process flows and data sheets, design layouts, proposed specifications and streamlined processes for planning best return on investment (ROI).
* Experience in the rollout and security of dashboards, reports, iviews and troubleshooting issues.
* Leveraged data insights by communicating opportunities with business partners.

**Client PRI: Enterprise Holdings Inc., USA**

**Project Title Contingent Workforce Management**

Application to support the process analysis by a web-based identity management solution with single sign on capabilities to Human Capital Management, Contingent Workforce Management, Vendor Management, Timesheets, etc. and aimed to develop robust VMS portal.

**Responsibilities:**

* Consult with HR and business leaders to identify business problems, risks and opportunities.
* Develop and drive innovative data mining thinking, including trend analysis; working closely with the HR, marketing and finance resources within the US business units to understand data availability and attributes.
* Provides input to the development of key metrics in a dashboard, Optimized queries for best performance and minimal resource usage.
* Ensure that relevant data is gathered, recorded correctly and stored in such a way that analysis can be done in the simplest and most time efficient manner.
* Apply different Clustering techniques as exploratory data analysis to develop population segmentation models, such as skill, experience, educational qualification, demographic-based customer segmentation.
* Communicate results and educate stake holders through insightful visualizations and presentations.
* Performed extensive business process analysis with consultants and business partners to analyze response and risk models to improve operational efficiencies including data analysis and GAP analysis.
* Created requirements specifications, functional design documents, use-cases, supportive supplementary documents, facilitation of JAD, regular Scrum meetings with development teams, key project stakeholders and subject matter experts from Sales, Marketing, Recruitment, Payroll, Accounts, Vendor Management, etc.
* Extensively managed requirements traceability and communicated across business groups.
* Developed prototypes, activity diagrams and flowcharts to present to business users.
* Created screen-mockups, made sure all Action Items and issue logs were documented and communicated across teams about the project scope within the respective National Regulatory guidelines.

**Client CGI:** **Kohl's Illinois, Inc. USA**

**Project Title** **EnH: - Cart Authentication**

Enhance service delivery architecture, Vendor Management, Inventory Management to integrate and enhance the existing Web Based E-commerce platform to provide Business Analytics, Targeting and profiling utilities for selecting products, shopping cart, checkout and membership login for the discounts.

**Responsibilities:**

* Work with business users to identify business and system requirements, create UML diagrams including Activity Diagrams, and Swim-Lane Diagrams.
* Scheduled weekly meetings with Stake Holders, SME across Malaysia, Singapore, US regions to gather information to support respective application authentication.
* Built dashboard for decision making on past sales trend and market research analysis.
* Complied user stories per the business requirements and process flows and obtained sign offs.
* Worked with Product Management groups and Data Modeling team to come up with aggregate and denormalized table structures for specific business reporting requirement and improve performance.
* Performed ETL and analyze different sources of incoming data and various transformations.
* Experience working with a job scheduler application to design and schedule Informatica workflow.
* Facilitated User Acceptance Testing (UAT) and worked closely with development and testing teams to improve overall quality of the application.
* ![](data:None;base64...)Drafted end user training manuals for new technology process improvements.