

# VIVIAN CLEMENTS E

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## PROFILE

**DATA SCIENTIST/STATISTICS CONSULTANT/BUSINESS ANALYST/  
RESEARCH ANALYST/STATISTICS TRAINER**

To work in a research environment to utilize my exposed statistical cognition for a challenging role as a Data Scientist, matching my skills and qualifications

## SPECIALITIES

- Machine Learning
- Artificial Neural Networks
- Predictive modelling
- Regression Analysis
- Multivariate Analysis
- Cluster Analysis
- Dimension reduction techniques
- Strategic & Tactical Planning
- Facilitation / Presentation
- Python and SAS

## TECHNICAL SKILLS

- Programming languages: Python, SAS (Base SAS certified), Advanced SAS, R software, SQL, SAS/AF
- Applications: SPSS, NETICA and Microsoft office tools

## PROJECTS HANDLED

- Integration of the multiple data using Data fusion technique involving dimension reductions, cluster analysis, distance calculations, logistic models
- Segmentation and sample optimization processes using machine learning techniques such as regression and decision tree
- Modelling using Artificial Neural Network

## OVERVIEW

- A dynamic research professional with conceptual knowledge in statistical domains
- Six years' research experience in machine learning algorithms meliorating certain statistical quality control techniques and error minimizing innovations in sampling processes
- Focalization in Data mining, Machine learning, Artificial Intelligence
- Predictive analysis in acceptance sampling using machine learning techniques
- Resourceful in understanding statistical concepts pertaining to data, machine learning, market research and business analytics
- Trainer in Statistics, Machine learning, Python and SAS for the organizations worked in
- Self-motivated and eager to take ownership of responsibilities
- Having a natural drive with a loyal, strong, and proactive work ethic
- Capable of working alone & under own initiative at times, within strict and specific time scales
- Embracing challenges and hungry to learn

## RESEARCH PUBLICATION

- SCI - "Endorsement of acceptance sampling techniques by implementing neural networks" – Journal of Statistical Computation and Simulation, Volume 85, Issue 9, 2015

## RESEARCH INTERESTS

- The fact that my involvement lies towards data science and artificial intelligence techniques, my future research curiosities are in developing and discovering novel ideas in statistical conceptions for betterment of intelligence in data science
- Predictive analytics, machine learning techniques and statistical modelling for Data Science
- Programming with Python for Statistics and Machine Learning

## EDUCATIONAL SUMMARY

- **Ph.D. Statistics**, Bharathiar University, Coimbatore, India - 2016
- **M.Sc. Statistics** with a score of 81%, PSG College of Arts & Science, Coimbatore, India - 2011
- **B.Sc. Statistics** with a score of 80%, PSG College of Arts & Science, Coimbatore, India - 2008
- **12<sup>th</sup>** from T.V. Sekharan Memorial Matriculation Higher Secondary School - 2005
- **10<sup>th</sup>** from T.V. Sekharan Memorial Matriculation Higher Secondary School - 2003

## RESEARCH SUMMARY

University Name: **Bharathiar, Coimbatore**

[www.b-u.ac.in](http://www.b-u.ac.in)

University Profile:

Bharathiar University, being ranked among the top level institutions of the country, it aims in producing academic and research records of international standards. Bharathiar University was established at Coimbatore by the Government of TamilNadu in February, 1982. The University has been ranked amongst top 50 Universities in India and placed at 32 and 33 in the surveys conducted by the popular English magazines India Today and The Week in 2013 respectively.

Research Works:

- Sample size optimization in Acceptance Sampling technique
- Implementing Artificial Neural Network models on Acceptance Sampling to obtain an optimized sample size
- Choosing appropriate hyper parameters using Genetic Algorithm
- Research on the best algorithms for the network model based on different constraints
- Validation using Bayesian Belief Network on the results obtained through models
- User interface using SAS/AF to obtain an optimal sample size
- Creating Artificial Neural Network models using various distributions suitable for the study
- Presented papers on National and International Statistics conferences on topics such as Artificial Neural Network, Genetic Algorithm for Acceptance Sampling
- Research advisor to the University Statistics research team
- Event organizer for National and International conferences held at University

## PROFESSIONAL SUMMARY

**SENIOR EXECUTIVE - DATA SCIENCE**

**February 2016 – Present**

Company Name: **Nielsen, Bangalore**

[www.nielsen.com](http://www.nielsen.com)

Company Profile:

The Nielsen Corporation, and formerly known as ACNielsen is a global marketing research firm, with worldwide headquarters in New York City, United States. Nielsen studies consumers in more than 105 countries to give the most complete view of trends and habits worldwide and measures media audiences, including television, radio, theatre films and newspapers, and is best known for the Nielsen ratings. Their major contribution lies in analysing what people buy and watch, all over the world.

Job Responsibilities:

- Developed new models for market research data as a part of watch team
- Segmentation analysis on demographic data on Indian Metropolitan cities
- Creating Regression Models for Australian demographics data based on what they watch
- Sample size optimization for American population data on obtaining an universal estimate
- Implementing statistical methods such as principal component analysis, distance calculations among data, imputation of data
- Fusion of data from different sources using linking variables to obtain an integrated picture of the data
- Artificial Neural Network modelling for obtaining results based on what people watch
- Regular business processes, analysing data on monthly basis and producing reports
- Subject matter expert on the processes domain
- Training Python and SAS program to associates
- Training Statistics and Machine Learning concepts for associates

Company Name: **XPressTutor.com**

[www.xpresstutor.com](http://www.xpresstutor.com)

Company Profile:

XpressTutor is essentially an education services company primarily focussing on live tutoring and expert answers for college and high school. They cover a wide variety of subjects and have more than 1000 tutors registered with them. They provide expert tutoring and answers in Maths, Statistics, Physics, Chemistry, Programming & Databases, Management & Finance and science.

Job Responsibilities:

- Tutoring students online from all over the world
- Consulting and providing solutions to academicians from graduate to masters level
- Research analysis aid to research scholars and research and development teams from organizations
- Analysis aid for medical Doctors on medical data from various hospitals
- Expert level training on mathematical statistics to academicians

**BUSINESS ANALYST**

**July 2011 – December 2011**

Company Name: **Tata Consultancy Services, Bangalore**

[www.tcs.com](http://www.tcs.com)

Company Profile:

Tata Consultancy Services Limited (TCS) is an Indian multinational information technology service, consulting and business solutions company Headquartered in Mumbai, Maharashtra. It is a subsidiary of the Tata Group and operates in 46 countries. TCS is one of the largest Indian companies by market capitalization. TCS is now placed among the 'Big 4' most valuable IT services brands worldwide.

Job Responsibilities:

- Data research on retail marketing for Nielsen as the client
- Regular business processes, analysing data on monthly basis and producing reports
- Market research on European retail market (buy business)
- Providing SAS training to associates

**PERSONAL DETAILS**

<u>Personal details:</u>	Single Male, born on the 31 <sup>st</sup> of March 1988
<u>Nationality:</u>	Indian
<u>Father's Name:</u>	(Late) Edwin Peter
<u>Mother's Name:</u>	Josphine Gunasundari
<u>Languages:</u>	English, Hindi & Tamil
<u>Interests and Pastimes:</u>	Travelling (Riding/Hiking), Music/Movie, Playing Guitar, Reading books

**DECLARATION**

I hereby declare that the information furnished above is true to the best of my knowledge and belief.

Place: Bangalore

Date:

Yours Faithfully,  
Vivian Clements E