**AKSHATHA KRISHNA**

**Religion : Hindu**

**Gender : Female**

**City : Bangalore**

Flat No-201,”Sarada Residency Apartment”, Bellandur Main Road, Bellandur,Bangalore-560103.

Mobile: 9740918297, E-mail:[akshathakrishna@yahoo.com](mailto:akshathakrishna@yahoo.com %20%20%20%20%20%20%20%20%20%20%20%20%20%20%20%20%20%20%20%20%20%20%20%20%20%20%20%20%20%20%20)

**OBJECTIVE**

***“To pursue a career as a Professional in BUSINESS ANALYTICS & STATISTICS field where I will be a valuable team leader contributing quality ideas & work for an organization where there is an ample scope for an individual******& organizational growth”***

**WORK EXPERIENCE – 9.5 YEARS**

1. Current Organisation: **Tata Consultancy Services Limited**

Designation : **Manager - Analytics**

Period : From Nov 2016

Reporting to : Senior Manager - Analytics

1. Prior Organisation 1 : **GENPACT INDIA PRIVATE LIMITED**

Designation : **Assistant Manager - Analytics**

Period : From Feb 2012 to Nov 2016

Reporting to : Senior Manager - Analytics

**On the Job Accomplishments:**

* Identified and scoped out analytic/modeling solutions to address business problems, Independently executed analytic projects by identifying the most appropriate analytic tools, delivered results with accuracy and timeliness, interpreted and translate analytic outcomes as they pertain to clients' into business decisions. Type of projects worked on are Marketing mix analysis, Price promo analysis, Brand equity analysis, Predictive Analytics, Demand forecasting
* Worked with cross-functional teams spread across different geographical regions, across different time zones, interfaced with colleagues/clients of diverse background and drived projects to completion. These solutions are meant to help retailers and manufacturers take informed business decisions with the help of analyzing data and applying statistical modeling to generate key and actionable business insights.
* Modeling statistical methods like linear regression, multinomial logit regression, logistic regression, clustering techniques, are used for analyzing business problems using statistical software packages like SAS, SPSS, R .Also Excel and powerpoint is used for preparing presentations
* Have been trained and tested for Lean and Six Sigma process improvement initiatives that will not just provide process improvement but also value addition in various processes along with reduction in cycle time. Completed two Lean projects that uses advanced statistical techniques to reduce the inefficiency in the business process.
* Taken training sessions to team members regarding statistical techniques, taken up knowledge sharing session regarding the new approach to a business problem

1. Prior Organisation 2 : **TARGET CORPORATION INDIA PRIVATE LIMITED**

Designation : **Project Leader - Analytics**

Period : From Aug 2011 to Jan 2012

Reporting to : Project Manager - Analytics

**On the Job Accomplishments:**

* Leading a team of 3 in various projects like test store selection, effectiveness of campaign, understanding factors that affect external storage, store staff payroll optimization
* Mentoring the team members to handle the project, guide them in carrying out the analysis, encouraging them to get involved in activities outside work
* Organising tech sessions to help team members to improve in their technical skills and be aware of best practices in programming
* Volunteered and organised competitions in department level function
* Managing talent and creating development plan for the team members to increase their skills and competency

1. Prior Organisation 3 : **MUSIGMA BUSINESS SOLUTIONS PRIVATE LIMITED**

Designation : **Senior Business Analyst**

Period : From Nov 2008 to Aug 2011

Reporting to : Manager - Analytics

**On the Job Accomplishments:**

* Worked on various statistical modelling projects like Customer segmentation based on purchase behavior, Store sale forecasting, in Retail Analytics
* Worked as a project lead which used predictive modelling techniques like logistic regression, discrminant analysis and CHAID in prediction of ethnicity Have efficiently contributed and guided other teams during critical stage of the projects
* Have undertaken knowledge transfer sessions related to statistical techniques to the team
* Have created proposal documents for obtaining new projects for Mu-Sigma
* Have contributed to Mu-Sigma wikipedia and structured the final look of the same
* Have mentored new joinees of Mu-Sigma
* Have worked on Sales forecasting project using modeling techniques like Regression, General linear Model,Time series forecasting techniques like ARIMA
* Have guided other teams to analysis using Non-Parametric techniques like Wilcoxon signed rank test, Mann Whitney test and Chi square test and parametric tests like t test, F test
* Used applications like SAS 9.2, SAS enterprise guide, SAS Enterprise Miner, Clementine for modeling and IBM Teradata for data pull using SQL queries

**5)** Prior Organisation 4 : **HSBC ELECTRONIC DATA PROCESSING INDIA PRIVATE LIMITED**

Designation : **Associate Analyst**

Period : Sep 2007 to Oct 2008

Reporting to : Manager-Analytics

**On the Job Accomplishments:**

* Tracking originations of Secured Real Estate Product and tracking loan performance and also analyzing different trends.Generating the report (monthly basis) on Credit Risk of the originated Secured Product Customers. Used Classification and Regression Trees to identify important distinguishing factors between the two secured factors. Analyzing the trends and reporting the same
* Worked on a project related to Foreclosure Avoidance Program (FAP) for Secured Product Customers.Understanding and analyzing the problem. And create the action plan and executing the same.
* Worked in the Unsecured Product team – Generated originations and performance monitoring reports.
* Generated the Credit Utilization report for the revolving portfolio customers on a monthly basis.
* Statistical analysis using t test, CHAID, Correlation, Regression(including Logistic Regression)

**6)** Prior Organisation 5 : **PARIGYAN INFORMATICS (Part of Indian Institute of**

**Management,Bangalore)**

Designation : **Statistician**

Period : Aug 2006-Oct 2006

Reporting to : Manager - Analytics

**On the Job Accomplishments:**

* Computation and representation of Measures like Recency Frequency Monetary value (RFM), Growth, Share, and Cost to Serve (C2S), Response functions, credit response, and market basket analysis. R software, WEKA, Excel and Statistical software were used for Graphical representation of the parameters, variable definition and data preprocessing.
* Worked on Classification and Regression Tree (CART) methods on the data using CART algorithm.
* Excel and SPSS software used as tools for Factor analysis on data reduction and other data mining analysis.
* Doing Internet search regarding topics such as Retailing, Health services, Life sciences, Pharma and collating the related links to these topics in a document.
* Assisted in the ATOM (Aims Target Outlier Model) project – for an US Insurance Company. A model was prepared which detects the irregular pattern of payments by the customers. Outlier model, Regression model, Clustering model, Discriminant model are the models being used in the project including Time series Analysis.
* Statistical analysis using CART, Factor analysis, Regression, Correlation, etc.

**EDUCATION PROFILE**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **COURSE** | **INSTITUTE/ UNIVERSITY/COLLEGE/SCHOOL** | **YEAR OF PASSING** | **OVERALL %** | **CLASS OBTAINTED** |
| M.Sc(Statistics) | Mangalore University | May 2006 | 71.04 | First with Distinction |
| B.Sc | St.Agnes College, Mangalore | May 2004 | 73.62 | First with Distinction |
| 2nd P.U.C./HSC Equivalent | St.Agnes College, Mangalore | May 2001 | 64.33 | First |
| S.S.L.C. | St. Gerosa English Medium High School, Mangalore. | April 1999 | 79.52 | First |

**PROJECTS UNDERTAKEN**

**1) Title** :Worked on a Project titled “An Econometric Analysis of the factors influencing the participation

of fisherwomen in Enterprise Development” as a part of Masters Degree in Science (Statistics)

**Technique** : Correlation, Multiple Regression using different methods, Logistic Regression, Non

Parametric methods

**Duration** : Jan2006- May 2006

**Highlights** :

* Identification of the factors influencing the decision making process of fisherwomen to participate in Enterprise development through the Self Help Groups.
* To develop a comprehensive index of quality of life of fisherwomen.
* To establish the relationship between the quality of life, Microfinance, and Participation rate in Enterprise development.

**2) Title** : Developed a Supermarket Project as a part of Bachelors Degree in Sciencein 2004(Computer

Application) using Visual Basic and Oracle.

**CERTIFICATION**

Successfully completed Advanced course in **Business Analytics with Statistics** using **SAS, Excel & SPSS** from Foretell Business Solution Ltd, Bangalore during the period May 2007 to August 2007.

**SKILL SETS**

***Statistical techniques(modelling):***

* Parametric and Non parametric Statistical Tests (t-test, z-test, F-test, chi square test).
* Simple and Multiple Regression Models. ; Logistic Regression
* Factor and Principal Component Analysis. ; Cluster Analysis; Correlation. ; Discriminant function analysis
* Statistical knowledge of Logistic Regression, Multiple Linear Regression, Factor Analysis, Structural Equation Modeling,  ANOVA (Design of Experiments),  and Time Series Methods, Discriminant function analysis
* Time Series Analysis & Forecasting – ARIMA
* Knowledge of Pattern mining techniques like Classification, Clustering, Decision Tree and predictive modeling techniques
* Hands on experience in applying  K means clustering, Nearest neighbor, CHAID, CART, Logistic Regression etc

***Technical Skills:***

* Operating System: Windows
* Application Package: MS Office(Excel, Power Point)
* Statistical Package: SPSS, Base SAS and Statistical SAS ,Enterprise Guide, Enterprise Miner, SPSS Answer tree, SAS/STAT, SAS SQL

**ACHIEVEMENTS**

1. Obtained **Customer Satisfaction Award** with monetary benefit for 3 projects which I worked on in Genpact
2. Awarded **Bronze Cheers** for leading a team of 2 members which was in my initial time of joining Genpact and guiding them to carry out the project as per client expectation
3. Awarded **Smart Decision Service(SDS) Award** for one of the largest CPG customer project for meticulous performance where multiple unknown data sources were understood and then the reports were executed; this is one area which was done for the first time at the client side also
4. **Presented whitepaper** on Application of Factor Analysis in International conference held in IISc campus organized by Indian Institute of Management-Bangalore in December 2014
5. **Presented Whitepaper** on Coupon redemption in International conference held in SP Jain, Institute of Management and Research - Mumbai in Feb 2015.
6. Completed **Lean project** which reduced execution time of the statistical process from 4 hours to 30 mins
7. Have received recognitions in the form of **Appreciation Cards** from US partners for the projects in Target

**PERSONAL PROFILE**

Name: Akshatha Krishna Date of Birth: 30th August 1983

Nationality : Indian Father’s Name: Late J. Vijaya

Marital Status : Married Mobile: +91 9740918297

Address: Flat No-201,”Sarada Residency Apartment”, Bellandur Main Road, Bellandur,Bangalore-560103

Email: [akshathakrishna@yahoo.com](mailto:akshathakrishna@yahoo.com)

Hobbies: Listening to Music & Reading books

Declaration

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

**DATE :**

**PLACE: BANGALORE (AKSHATHA KRISHNA)**