VENKATA SURESH **M**

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Summary

* 6 + years of experience in **S*tatistical Analysis, Predictive modeling, Data mining, SAS*** *and* ***R*** programming.
* Analyzed and performed statistical analysis in customer experience, warranty fraud detection, product quality, risk scorecard models and stock market domains.
* Capability of handling and analyzing large data sets.
* Motivated, experienced, and detail-oriented Statistical/Business Analyst.
* Proven record of accomplishments in analytics, teamwork, time management and client relations.

Skills

* Strong knowledge in Statistics, Predictive Modeling, Data Mining and Time Series Forecasting techniques.
* Certified Base SAS 9.1 programmer by SAS institute, USA.
* Proficient in Base SAS, SAS/SQL, SAS/Macros and SAS E-Miner.
* Basic knowledge in R programming, KNIME and Model Builder.
* MS Excel and PowerPoint presentation.

Experience

**Assistant Manager Oct 2014 to Present**

**HSBC, Bangalore**

* Developed acquisition & behavioral scorecard models for credit card & home loan portfolio using SAS & Model Builder.
* Score cut-off analysis and characteristic analysis of application scorecard
* Documentation of model development and validations of scorecards.
* Review and revise credit policy and customer segmentation on a regular basis based on Business requirements

**Business Analyst May 2011 to Sep 2014**

**Hewlett Packard (HP), Bangalore**

* Developed predictive models to detect/predict noncompliant warranty claims by using machine learning techniques such as Memory Based Reasoning, Random Forest, Decision Trees and Naïve Bayes classifier.
* Segmentation of warranty claims into noncompliant, highly suspicious, suspicious and compliant claims using advanced clustering algorithms such as Fuzzy-C and K-means.
* Customer Experience key driver analysis using Logistic Regression and Shapley Value Regression.
* Correlation & Regression analysis between key performance indicators (Customer Satisfaction, NPS) and efficiency measures (E.g. Serial Number Intervention Count, First Call Resolution, Average Handle Time etc.)
* Built Structural Equation model (SEM) to estimate cause-and-effect relationships of satisfaction-loyalty chain and identified what is important to customer Satisfaction and Loyalty intentions.
* Estimated the effect of Product Quality (PQ) on Net Promoter Score (NPS).
* Developed Forecast model to forecast Customer Service Orders (CSO) and Warranty Units using robust regression and time series techniques and built simulator tool in excel.
* Developed SAS Macros to automate data manipulating, cleansing& processing.
* Developed SAS Macros for Shapley Value Regression and Naïve Bayes classifier algorithms, which were effectively used for various projects in HP.
* Mentored team in SAS programming and resolving technical issues.

**Research Associate Aug 2009 to Apr 2011**

**Indian School of Business (ISB), Hyderabad**

Worked with Prof Deepa Mani on the project “Event study for Acquisitions and US captives in India”.

* Developing SAS programs and Macros to extract data from WRDS database.
* Data clean, transforming, and reporting discrepancies in the data and resolved data quality issues.
* Data merge
* Computed financial metrics like Buy and Hold abnormal returns cumulative abnormal returns, book-to-Market, Beta, Volatility etc.
* Modeled Capital Asset Pricing Model to estimate the expected returns and cumulative abnormal returns for 5days event window.

Work with Prof Aditya Jain and Prof Nils Rudi on a research paper “Improving demand information and supply responsiveness in product introduction level.

* Developed SAS macro to automate data extracting, importing and preparing SAS data in desired format.
* Computed inventories, summary statistics and depicting graphs and investigated trends and seasonality patterns in sales data.
* Estimated and forecasted demand for newly launched products using time series models.

**Research Associate May 2008 to Mar 2009**

**Indian School of Business (ISB), Hyderabad**

Worked with Prof Kiran Kumar on very high frequency stock market data

* Developed SAS/SQL/Macros programs for data import, clean, manipulate and process very high frequency stock market data.
* Estimated time varying volatility for NSE stock market index using GARCH model. Investigated index return characteristics such as non-normality, fat tails, volatility clustering. Estimated volatility using different GARCH models and identified best model according to log likelihood value and to the diagnostic tests.
* Computed Bid-Ask spread for NSE S&P CNX 500 companies.
* Computed Impact cost on a trade for Rs. 2, 5 and 10 million of the S&P CNX Nifty.
* Created minute-by-minute snapshot and second-by-second best quotes.
* Created, maintained, and enhanced SAS code used to create Network for Security Markets Database (NSMD) for Spot and Derivative stock market data for the period April 1999 - to Apr 2007, sponsored by the National Institute for Security Markets (NISM).

**Statistical Trainee Dec 2007 to March 2008**

**Indian Statistical Institute (ISI), Kolkata**

* Project titled “Principle Component Analysis using MM- Estimator and Robust Bootstrap” with Prof. Arni Srinivasa Rao.
* Project titled “Comparing tooth cleaning efficiency of brushes” with Prof. Asis Kumar Chattophadyaya using MANOVA technique and CLUSTER analysis.

Recognition& Rewards

* **League of Legends** award in HP for developing a robust time series forecasting model to forecast customer service orders (CSO).During FY12, improved accuracy to 95% consistently, +25% over the past
* **League of Legends** award in HP for developing predictive models to detect noncompliant claims, which has a business impact of $20M.
* **League of Legends** award in HP for developing cause-and-effect relationship of Satisfaction-Value-Loyalty chain.
* **Making a Difference: Innovation** award for developing a game theory based approach "Shapley Value Regression" to identify key drivers for customer satisfaction in the presence of multicollinearity.

Publications/Articles

* Dr. Venu Gopal J, Venkata Suresh M, Sathyanarayana Ramani. “Predictive Modeling of Non-compliance Detection”, *3rd IIMA International Conference on Advanced Data Analysis, Business Analytics and Intelligence, 2012.*
* Adinarayana Murty, Venkata Suresh M. “Measuring RelativeImpact of Key Drivers – A Game Theory Approach”,*4th IIMA International Conference on Advanced Data Analysis, Business Analytics and Intelligence, 2015.*

Activities

* Worked as a volunteer tutor on Bio-statistics with **People’s Open Access Education Initiative.**

**(**[**Registered United Kingdom Charity No. 1126265**](http://www.charity-commission.gov.uk/SHOWCHARITY/RegisterOfCharities/CharityFramework.aspx?RegisteredCharityNumber=1126265&SubsidiaryNumber=0)**. Aug 2009 to Mar 2013**

* Visiting Researcher- **INSEAD, France Jul 2010 to Aug 2010**

Education

**Master of Science in Statistics-OR CGPA: 6.51/10** **May 2007**

University of Hyderabad, Hyderabad

**Bachelor of Science in Mathematics & Statistics** **Percentage: 67.8 %** **May 2005**

Andhra University, Visakhapatnam