SAM TITUS

Chennai, India | +91-9003295669| samloyola1@gmail.com | https://www.linkedin.com/in/sam-titus-498b5752/

Professional Experience

Philips GBS LLC   **Chennai, India**
Manager Data Scientist   *November 2021 – Present*

- **Demand Forecasting –** Managing AI based forecasting engine for demand planning across different markets
- **Safety Stock Optimization –** developed AI driven safety stock optimization engine based on demand forecasts generated by AI/ML models and with help of statistical distributions

Verizon Data Services India Pvt Ltd   **Chennai, India**
Analytics Consultant/Data Scientist   *April 2020 – October 2021*

- **Customer DNA –** Developed ML based methodology for taking customer centric decisions for marketing and campaign activities
- **Covid – Analysis -** Identified opportunities for $55M in shift from traditional channels to digital channels using data science methods & techniques
- **Contact Loyalty Analysis -** Currently working on customer churn as a proxy for loyalty to see how company make a opportunities to interact with customers which can result in reduction of churn using analytics techniques

Redington Gulf FZE – India Branch   **Chennai, India**
Data Scientist   *December 2019 – March 2020*

- **Volume Sales Forecast –** Developed robust methodology for forecasting salesof Apple products across UAE retail outlets for efficient planning and target setting

Ford Motor Pvt. Ltd   **Chennai, India**
Data Scientist/Analyst   *July 2017 – November 2019*

- **Loyalty Model -** Developed scoring algorithm using RFM and K-Means clustering for improving customer retention in services industry for Australian and Indian Markets
- **Channel Reach Model -** Designed and implemented various ML algorithms for calculating reach percentage of a customer across different digital media's/platforms
- **Purchase Intent Scoring –** Using logistic regression identified potential online set of activities of customers that contribute significantly to high sales conversion rate

Hewlett Packard Inc.,   **Chennai, India**
Data Scientist   *September 2014 – June 2017*

- **Warranty Interventions Forecasting -** Improved product and service quality of PC and Print product line's by establishing robust methodology in place which resulted in savings of **$40M**
- **Spares Demand Forecasting -** Deployed an automated forecasting engine using hierarchical time series model in R for optimizing inventory cost

Education

Loyola College, University of Madras   **Chennai, India**
Masters in Statistics   *June 2012 – April 2014*

- Cumulative GPA: 9.0/10.0

Bachelors in Statistics   *June 2009 – April 2012*

- Cumulative GPA: 8.8/10.0

Publication

Lambert Academic Publishing, Germany

- Increasing Trend for Livestock Products- A Trend Analysis (ISBN:**978-3-659-33871-7)**
- Bayesian Approach for Forecasting Model of Crude Oil Data (ISBN:**978-3-659-27476-3)**

Awards and Recognitions

- Go Further Spot Recognition Award for developing forecasting models for ESB business
- HP CS QCET Bridging Truss Arch Award for Bigdata solutions in spares supply chain forecasting
- Recognized for making an impact in FY16 for delivering **automated** forecasting engine using **R**
- Among 25 postgraduates received Fr. Bertram medal for outstanding excellence in Statistics
- Out of 50 undergrads awarded Dr. B. Chandrasekar medal for best proficiency in Statistics
- Selected as one of the best volunteer for organizing social activities and programmes during my academics
- Among many city colleges won first prize in Statistical model display and third in Statistical quiz competitions in an Intercollegiate Statistical Fest

Expertise

- **Technical Skills**: Machine learning algorithms, Linear models, Multivariate methods, Timeseries models, NLP, Deep Learning Models, Clustering, Regression Models, GLM, Bayesian Models like BART
- **Programming**: R, Python, SQL, SAS, Pyspark, Azure Databricks
- **Python Packages**: Keras, Pytorch, Sklearn, Numpy, Pandas, Sklearn, Opencv, MLib, TensorFlow
- **Data Visualization Tools**: Tableau, PowerBI
- Other Tools: Alteryx, IBM SPSS, Minitab, Ms Office, **Azure ML Studio, Google Office Suite**
- Exposure to large scale databases like Clickstream, Experian, Liveramp

Of Note

- Mentored and lead a team of data scientists on different analytical approaches
- Conducted hands-on training sessions
- Delivered guest lecture for university graduates
- Developed advanced analytics capabilities for the team
- Participant of various CSR activities
- **My Usp's**: Leadership, Consulting skills