

**Pavithra S M**  
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Mobile: +91-9741369435  
Bangalore, India

- Key Competency Areas**
- Business Analytics
  - Statistical Analytics
  - Exploratory Data Analysis
  - Predictive Modelling
  - Python
  - Microsoft Office Tools

**Education**

MCA (2013 – 2016) – 71%  
Bangalore University.  
Bangalore, India  
BCA (2010 – 2013) – 74%  
G.T Institute of advanced studies.  
Bangalore, India

**Technical Skills**

**Software✳s:**  
Python  
SQL  
Tableau  
Microsoft Office Tools.

- Statistical Techniques:**
- Descriptive Statistics
  - Testing of Hypothesis(t-test, z-test, Chi Square, ANOVA)
  - Classification / Regression
  - Linear Regression
  - Logistic Regression
  - Decision Trees
  - Random Forest
  - Cluster Analysis
  - Time Series & Forecasting.

- Work Experience**
- KSBL (From Nov 2018 To Apr 2019)  
Business Development Executive
  - IIFL (From July 2017 to Oct 2018)  
Relationship Manager

**Professional Summary**

Data Science enthusiast with complex algorithmic and statistical mindset. A highly skilled, competent, and diligent individual is seeking an opportunity to establish a career as a Data Scientist. Strong willingness to exhibit my proficiency in Analytical tools, Statistical and Computing Methodologies in the professional environment. Bringing specialized expertise in designing data input structure and statistical models. Possess mastery in using data analytical tools to enhance management business strategy for profitability.

**Analytics Experience**

- Project 1:-**  
**Industry: Banking**  
**Objective:- Predicting Bank Customers Churn**  
**Customer Segmentation and Profiling ✳**
1. Performed data cleaning, data integration and data preparation to enable further analysis.
  2. Developed basic customer profiling to enable the understanding of the data and the business aspects of the project
  3. Assisted the Domain Consultant and Senior Statistical Consultants in model development.
  4. Develop predictive models for Bank Customer Churn, Applied supervised machine learning techniques like Logistic Regression, Decision trees, etc. To develop predictive models using python.
  5. Evaluated models on parameters like Confusion Matrix, ROC Curves, KS Statistics, etc. And selected best model based on performance on training, testing and validation data sets.

- Project 2:-**  
**Industry: Banking**  
**Objective:- To Analyze and Predict if the client will subscribe to Term Deposit.**
1. Performed data cleaning, data integration and data preparation to enable further analysis
  2. Developed the model for **Term Deposit** using **Logistic regression, and Decision Tree** using python.
  3. Scoring the model based on the selected model.
  4. Performing Long term and short term behavior.
  5. Behavior of the customer based on the transactions.
  6. Creating information maps based on the requirement (which will be input for campaign)

### Professional Certifications

- Python for Data Science.
- Predictive Modelling using Python.

### Personal Details

Name : Pavithra S M  
Father's Name : Mariswamy  
Date Of Birth : 10 Feb 1993  
Gender : Female  
Nationality : Indian  
Language Known :English ,Kannada.

### Project 3:-

#### Objective:- Predicting Employee Churn or Employee Attrition.

1. Performed data cleaning, data integration and data preparation to enable further analysis
2. performed statistical analysis solutions like(univariant analysis, bivariate analysis, logistic regression and decision tree).
3. segmented the employee performance and job involvement into high value, low value, moderate value segments and developed.
4. Developed basic employee profiling to enable the understanding of the data and company aspects of the project.
5. Developed predictive model for Employee Attrition using logistic regression model and decision tree using python.
6. Evaluated models on parameters like confusion matrix, roc curve, KS statistics.
7. Selected the best model based on the performance of training, testing and validation of dataset.

#### Declaration :-

I hereby, declare that all the above details are true to the best of my knowledge.  
I shall be solely responsible for any kind of discrepancy found in them.

Date:

Place: Bangalore

**Pavithra S.M**