Keerthi Reddy
Data Analytics & Statistical Modelling

+91-9000780003 📱
Keerthi.parigi@gmail.com ✉
Hyderabad, India 📍

PROFESSIONAL SUMMARY

Data analytics professional with **~10 years** of experience; developing **custom analytical solutions** for clients, internal processes. Delivering data-driven scalable solutions across industries - **Finance, Risk, FMCG, Retail and Cloud Computing**. Known for developing end to end innovative data solutions for the OCEO/strategic Fortune-100 clients help revenue generation and operational/technical efficiency. Specialised in optimisation, cross-functional collaboration, and articulation of business requirements into executable responsibilities like **data extraction, data transformation, statistical modelling, building visualization reports, strategy development**.

Core Competencies:

Data Mining | Visualization | Statistical Analysis | Business Intelligence | Process Improvement | Cross-functional Collaboration| Presentations & Product Demos| Project Management | Stakeholder Management | Data Engineering | Resource – Cost Optimization | Product/Program Strategy.

Technical Skills:

SQL | SAS (Macro/SQL) $^{©}$ | Tableau$^{©}$| Python | Advanced Excel | Excel/Access VB | Omniture| ACL | R | Power BI | JIRA | Service Now | Azure | SharePoint

WORK EXPERIENCE

Wells Fargo   📅 **Aug'18 – Present**

Client Insights & Product Management | Commercial Banking – Vice President

Tools Used: SQL, Python, Power Platform, Excel, Power Platform, Tableau, Azure, JIRA

- Develop and maintain product management and data engineering strategy for **34 Critical** Applications that cater to Loan-lifecycle Management (with a **~1M Loan Base**); ensure compliance to the regulatory requirements, customer satisfaction & operational efficiency.
- Lead a global team to deliver **monthly/quarterly dashboards and reports** on key risk metrics and determine a risk-appetite threshold for data defects remediation.
- Build and/or maintain variety of **models to track/forecast program costs** and determine potential risk factors and regulatory costs due to technical & operational failures of the products.
- Involved in critical MRA – Incident Management, where control validations were automated (**improved automation by 64%**) and thereby reducing manual effort (significantly **decreased time spent on evaluations by 90%**).

Synchrony Financial   📅 **Sep'16 – Nov'17**

Marketing Strategy Analytics – Senior Analytics Consultant

Tools Used: SAS, SAS VA, Tableau, Adobe Omniture, Excel

- Develop data extraction and reporting processes for performance assessment of marketing strategies in Acquisition, Account management and Payment cycles for 2 top US Retail Clients. (**Customer base ~10M**)
- Involved in **marketing strategy** assignments such as Store performance (**~4K stores**), Customer behaviour analyses – which involves day to day tracking and reporting of key metrics/performance indicators.
- Improved forecast accuracy (**by 30% YOY**) for Chip & Pin Sales by using the **Market Basket Analyses Statistical Model**– a new digital marketing service that the stores had started.

Brillio   📅 **Aug'14 – Sep'16**

Custom Data Analytics – Analytics Consultant

Tools Used: SQL, SAS, R, Plotly, D3.js

- Developed an electronic point of sales software to provide customised analytics to the clients for capturing Sales KPIs and Competitor Analyses, **with a user base of 1.2K helping** to **secure 5-year contract** extension and converting three more FMCG pursuits.
- Lead development for a B2B recommendation engine to cross-sell and up-sell software peripherals along with system purchases using the **Cosine Similarity Collaborative Filtering Statistical Model,** generating a **measured revenue growth** of peripherals **(by 62% YOY).**

Ernst & Young   📅 **Jan'13 – Jun'13**

Social Media Analytics – Analytics Consultant

Tools Used: SQL, .NET, Hootsuite

Developed a .NET based desktop application (like Hoot Suite) for the retrieving textual information from the client's social media and comparing the KPIs with that of the competitors based on metrics like reach, conversions etc. Note: Dates back to the period where there were not many Social Media Analytics tools

EDUCATION

B.Tech. in Computer Science Engineering
LPU- UGC   📅 Aug 2010 – Jun 2014

INTERESTS

Reading | Teaching | Sustainability| Travelling | Badminton| Networking | Web 3 & Block-Chain