PRADEEP JAMPANA

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Summary:

- ❖ 8 years of experience in solving business problems through data analytics

- ❖ Hand on experience in handling huge data sets for analysis

- ❖ Experience in statistical modeling, predictive analytics and data mining using SAS, R, Hadoop, MS Excel, VBA, Tableau and SQL

- ❖ Expertise in Machine learning techniques (such as , Decision Tree, Random Forest, Linear regression, Logistic regression, Clustering)

Education:

- ❖ *MBA(Marketing)* from Alliance Business Academy, Bangalore, 2007

- ❖ *BE - Information science & Technology (IT)* from K.L.U, Vijayawada, 2004

Certifications:

- ❖ Certified Six Sigma Green Belt from Indian Statistical Institute (ISI)

- ❖ Certified Data Scientist from Edureka

Technical Skills

- ❖ **Data Analysis Tools:** Hands on experience in SAS , R & Python

- ❖ **Databases** : SQL Server, Teradata & Oracle

- ❖ **Visualization Tools:** Excel VBA Dashboards & Tableau

- ❖ **Predictive Models:** Linear & Logistic Regression, Classification & Clustering analysis

Professional Experience:

Lead Data Scientist, Harman connected services   March 2015 - Present

- • Part of offshore data science team with development of machine learning models to predict the driver preferences for leading UK Auto Manufacturer

- • Built a model to recommend favorite audio playlist on the automobile infotainment unit & created a metrics to evaluate the effectiveness of the recommendations

Lead Analytics, TESCO PLC   Dec 2010 - Feb2015 (~4 Years)

Supported marketing analytics & Property analytics teams wherein work responsibilities include providing actionable insights & building analytical models

Projects:

- *Marketing Spend Optimization :* Built a model to measure the effectiveness of marketing campaigns in generating sales against the cost incurred; Used multiple regression techniques to predict the optimal mix of marketing variables

- *Market Basket Analysis :* Built product recommendation engine to multi-channel customers based on purchasing pattern from various channels like (in-store, Mobile, Online) ; Used Apriori algorithm and collaborative filtering

- *Competitor Impacts :* Worked on competitor impact analysis and recommend competitor specific strategies to reduce the Impact; Used Logistic regression & Decision tree techniques to predict churn

- *Store Refresh uplift Modelling :* Built a model to identify stores to undergo refresh & forecast the uplift; Used Logistic Regression & Linear Regression

Sr. Business Analyst, Brickwork India Pvt Ltd   **Jan 2008 – Dec 2010** (~3 Years)

- Majorly worked for FMCG & Retail clients, responsivities include collecting, collating and carrying out complex data analysis in support of management & customer requests

- Conducting exploratory data analysis, hypotheses testing and presenting the findings

- Providing insights on competitor brands & recommending strategies to counter competition

Inside Sales Executive, Dell India Pvt Ltd   **Jun 2007 - Dec 2007** (~6 Months)

- Analyzing the sales leads received & preparing the proposals according to the requirements

- Encountering the competition and winning deals & Retaining the sales accounts and generating more business

Personal Details:

Date of birth:	*11th* October 1983
Marital status:	Married

References:

Available on request

¤   The Above Statements Are True To the Best of My Knowledge and Belief   ¤

Pradeep Jampana