MAYUR SRINIVASAN
Scatterbrained, and Analytically Focused

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- 📍 Austin, TX

EXPERIENCE

Senior Manager - Statistical Analyst
Charles Schwab
📅 July 2016 - ongoing 📍 Austin, TX

Marketing Analytics and Data Science for Digital Acquisition
- Utilise Cross-Channel Attribution to accurately understand the $ impact of Digital Marketing via multiple channels
- Primary focus on Search and identifying long-tailed keywords tied to more valuable propositions
- Developed a framework to analyze product-level account opens and link to Prospect activity across Display and Search marketing channels

Assistant Manager - Marketing Analytics
HSBC North America
📅 July 2011 - May 2015 📍 Bangalore, India

Marketing Analytics for Commercial Banking (CMB) Acquisition
- Led the design and implementation of the flagship marketing campaign for CMB acquisition; incremental revenues of $11.2MM
- Developed Event Triggers, RFM-based propensity models, and 'Next Best Offers' resulting in a reduction of acquisition lifecycles by 30%

Co-Founder and Product Manager
Solutionz Web Services "1picstop" (1picstop.com)
📅 Aug 2012 - Jan 2015 📍 Bangalore, India

Photography Social Networking and Discovery platform
- Led a team of 7 individuals formulating strategies for website design, business development, and marketing
- Developed wireframes for A/B and multivariate testing to optimise learning engagement

EDUCATION

M.S. in Business Analytics
The University of Texas at Austin
📅 June 2015 - May 2016

GPA
3.97 / 4.00

B.Tech. Mechanical Engineering
Indian Institute of Technology Bombay
📅 July 2007 - July 2011

GPA
3.84 / 4.00

ANALYTICS SKILLS

SAS/SQL
Native
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R & Python Analysis
Proficient
●●●●○

sckit-learn
Proficient
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PROJECTS

Used-Vehicle Distribution Optimization
📅 Jan 2016 - May 2016 📍 Austin, TX

Used-car network can benefit from greater movement and reduced costs
- Worked with data from Vast.com to build a DaaS prototype to capture and analyse demand-supply dynamic in the US market
- Brief visualisation of data : https://youtu.be/OCKVjhH7sBg

College Scorecard Analysis
📅 Aug 2015 - Dec 2015 📍 Austin, TX

Analyzed earnings, debt, and repayment data of US colleges to predict 'real' value of college education
- Brief visualisation of data : https://youtu.be/kNnRJ3TCtHM

NYC Accidents & Complaints Data Analysis
📅 June 2015 - Aug 2015 📍 Austin, TX

Prediction of location and time of accidents based on emergency complaints in NYC
- Brief visualisation of data : https://youtu.be/Ar1o4s149q0