

VINEETH PYDI

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PROFILE

Analytics and Data Science professional with 3.5 years of experience empowering product teams to optimize customer experiences through data-driven strategies and innovation. Skilled at forming cross-functional partnerships to translate business goals into analytics strategies and models that mitigate risks and increase efficiency and revenue.

SKILLS

Languages: SQL, Python, R, Tableau, BigQuery, Advanced Excel, SAS, Power BI, PowerPoint

Software: Google Cloud, Jira, Confluence, Hive, Git, AWS, Postman, Minitab, Google Analytics, IntelliJ, Azure

Frameworks: Kanban, Agile, Scrum, Product Life-cycle Management (PLM), Prompt Engineering, A/B Testing

EDUCATION

Purdue University, Daniels School of Business

August 2023 – August 2024

Master of Science in Business Analytics and Information Management

Indiana, USA

- **Projects:** Data4Good Challenge (Azure), SAS Optimization Challenge, Bankruptcy Modelling
- **Courses:** Data Mining, AI driven Big Data, Machine Learning, Cloud Computing, Digital Marketing

SRM Institute of Science and Technology

March 2016 – March 2020

Bachelor of Technology in Electronics and Communication Engineering

Chennai, India

PROFESSIONAL EXPERIENCE

American Express

January 2022 – July 2023

Assistant Product Manager – Risk Products and Data Strategy

Bengaluru, India

- Led a 5-person Agile team, improving risk strategies and decision-making, considerably reducing risk exposure for US consumer and commercial digital banking and payments leading to \$1.2M in savings
- Optimized risk strategies to decrease decision turnaround time by 25% and led development and integration of Amex-acquired Kabbage portfolio to boost customer experience
- Launched innovative features including Cross-Border Payments, Faster ACH, and Dynamic Limits to improve customer experience, resulting in a Star of Quarter award for Q3 2022

Analyst - Product Development - Risk Products and Data Strategy

- Stepped up to lead the Digital Banking team in manager's absence, driving high-impact results while mentoring new colleagues, resulting in an accelerated promotion
- Consolidated and integrated external bureaus and APIs to strengthen controls and boost risk decision model accuracy by 10% for US banking products
- Collaborated with stakeholders to deploy revamped credit models saving over \$700K annually in credit losses

ZS Associates

January 2020 – January 2022

Business Analyst

Pune, India

- Partnered with global clients to deploy dashboard reporting for 800+ sales reps across therapeutic areas, enhancing incentive planning and sales forecasting for a multinational pharmaceutical firm
- Enhanced project efficiency by automating processes, reducing manual effort by 20%, and ensuring accurate quarterly incentives for sales reps
- Analyzed COVID-19's impact on drug sales formulating strategies to modify incentives and promote sales growth

LEADERSHIP ACTIVITIES, PUBLICATIONS, HONORS

- Member of team that received American Express' Edward P. Gilligan Award for Innovation in 2023
- Published a research paper on "Translation of Gesture-Based Static Sign Language to Text and Speech," in an international journal (IOPscience)
- Volunteered with Bhumi NGO (2018-2020) as a teacher for underprivileged students in Math and English

CERTIFICATIONS AND SPECIALIZATIONS

Technical: Microsoft Azure Fundamental, IBM Data Analyst, SQL, Tableau Desktop Specialist, Python

Business/Leadership: Harvard Leadership Edge Program - Storytelling with Data, Product Manager Certificate