K. SOMASHEKHAR

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Objective:

To seek a challenging position in an organization that provides me an opportunity to pursue career in field of Data Science & Big data Analytics and provide me with global exposure to excel in my work so as to make contribution towards growth of the organization.

CORE COMPETENCIES

Systems Analysis
Machine Learning/Deep Learning /NLP
Predictive Analytics
R/Python/SAS programming

I have around 3 years of experience on Data Analytics.

I have been working on different Algorithms include Machine Learning techniques, NLP (Natural language processing), Linear & Logistic Regression analysis, Segmentation, Decisions trees, Cluster analysis and factor analysis, Natural language processing, Time Series Analysis, Artificial Neural Networks (ANN), K-Nearest Neighbour, K-Means algorithm, Random Forests Algorithm, Sentimental analysis.

Major Contribution Towards: MACHINE LEARNING Algorithms (Predictive analytics)

TECHNICAL SKILLSET

- Data analysis Using various machine learning algorithms
- Proficient in using tools such as R, Python (Numpy, Pandas, Matplotlib, Scikit Learn)
- Data visualization using R, Python, Tableau.
- Predictive analytics and NLP
- Platforms like Linux/UNIX, and Virtual Machine Environments
- Experience with SQL and databases like Oracle, Teradata.
- Experience with Hadoop cluster for Big Data analytics.
- Well versed in big data analysis using pig, Hive and Map Reduce

Work Experience

- Working as a Senior Analyst with Capgemini from August 2015 to Till date.

Projects:

Customer value management Analysis:

Tools: SAS, Python, Machine learning, Decision trees, Random forest, Predicative modeling, Logistic regression, Proc SQL, SAS Macros, Excel.

Duration: Feb 2018-Till Date

1. End to End project management & execution - front end business experience, dealing with clients and understanding their needs as well as hands on in data extraction and statistical model development and validation
    a. CVM Team: Developed a Logistic regression model to identify potential customers who has propensity to churn. The model has reduced the churn rate by 1.5% o Developed a Logistic regression model to identify potential customers who can migrate to another plan. Scoring of the model has helped the marketers in targeting right set of customer and increased campaign performance.
    b. Fraud Analytics - Based on customer behavior and tenure, identified various customer segments for never pay fraud, developed statistical model for each identified segment, which resulted in more than € 270K benefit
    c. Cohort Analysis: Developed a dashboard which identifies the customer movement from segment to segment (High to Low Value), explaining reason behind the movement. which has helped marketing team in quick decision making and campaign designing o Inactivity Analysis: Identified the triggers for structural inactivity. Helped the business in preventing customer from becoming inactive and came up with suggestion to make customer active again. It has resulted in increased in revenue by €3Mn.

Propensity model for customer response model
Tools: SAS, Predicative modeling, Logistic regression, Proc SQL, SAS Macros, Excel.

Duration: Feb 2017-Jan 2018

Responsibilities:

- **Business object: We would like to build a propensity model, who will respond for a product.**
- **Phase1:** Performed **Exploratory Data Analysis**, Data Cleaning, Features scaling and Features engineering.
- **Applied the Proc and Data steps to analyse and create the data step**
- Performed Data sanitization, **Missing value** *treatment*, **outlier treatment.**
- Automated the Code for data processing by using the SAS macros.
- **Phase 2:** Created **Dummy variables** for Categorical variables and done the Binning variable creation for Continuous variables.
- Performed Statistics -**Descriptive statistics, Hypothesis testing, ANOVA.**
- Performed feature selection by picking the most predictive features from the model.
- Used **variable reduction techniques** to drop the in-significant variables (**multicollinearity**).
- Divided the data into training and validation datasets.
- **Phase 3:** Built Response model at customer's level (by using Logistic regression).
- Used **P value** for finding out the fitness of the model.
- Used **Boosting and Bagging** techniques to further improve the accuracy of the algorithm.
- Finally provided **data insights** and recommendations for the model.

Customer life time value:

Customer value analysis:

Objective: Identifying the discounted value of future profits generated by customer, here profits which includes costs and revenue.

Tools: R, SAS, statistical methods, Excel.

Duration: Aug 2015-Jan 2017

Contribution:

- Understand client's requirements and objectives of the project
- Understanding the business problem and converting the same into a data problem
- Processing, cleansing and verifying the integrity of data used for analysis in python

- Identifying the proportion of direct purchases and indirect purchase customers
- Identifying the purchase rate.
- Identifying the life time, the period over which customer is maintaining his or her relationship with company
- Identifying the monetary value
- Applied the passion distribution to find out purchase rate
- Built a decision tree model to find out price estimation by using anova method
- Built some machine learning (Random forest, Naive Bayes) and advanced analytics (Logistic regression and Decision trees) to predict to purchasing probability of a customers.
- Migrated Code from R to SAS tool.
- Well versed with R and SAS coding.

EDUCATIONAL QUALIFICATION

1.M.B.A. Finance & Marketing from SHRIDHAR UNIVERSITY, PILANI, RAJASTHAN in 2015.

2. B.B.M. Dr.Jyothirmayi Degree College, Adoni in 2013 and secured **61**%.

3.Intermediate Sri Chaitanya Junior College, Vijayawada in 2008 and secured **74**%.

4.SSC from St.Joseph's English Medium High School, Adoni in 2005 and secured **65%**

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