

VIGNESHWARAN GIRI VELUMANI

(312) 804 5442 | vigneshgv91@gmail.com | [linkedin.com/in/vigneshwarangv](https://www.linkedin.com/in/vigneshwarangv) | vigneshgv91.github.io | Chicago, IL

EDUCATION

Master of Science in Business Analytics, University of Illinois at Chicago – GPA: 3.71/4.0 **2018-2019**
Master of Science in Management Information Systems, University of Illinois at Chicago – GPA: 3.71/4.0 **2017-2019**
Coursework: Data Visualization, Adv. DBMS, Data Mining, Adv. Text Analytics, Bus. Analytic Stats, Machine Learning w. Python
Bachelor of Engineering in Electrical & Electronics Engineering, Anna University, Chennai, India **2009- 2013**

TECHNICAL SKILLS

Programming: SQL, R, Python | **CRM:** Salesforce, Slate | **Visualization Tools:** Tableau, PowerBI, ggplot2, Matplotlib
Statistical Tools: SPSS, SAS, IBM Watson, Google Analytics | **Databases:** MySQL, SQL Workbench, AWS S3, EC2
Libraries & Frameworks: Apache Spark, Hadoop, Map-Reduce, Apache Hive, NumPy, SciPy, Pandas, nltk, Scikit-Learn, BeautifulSoup4
Statistics : Decision Trees (CART), Regression (Linear, Multiple, Polynomial, Ridge, Lasso), Logistic Regression, Random Forest Regressor/Classifier, Bagging & Boosting Methods, SVM, LDA, LSA, Principal Component Analysis (PCA), K-means (clustering), Neural Networks, Recommender Systems, Sentiment Mining, Topic Modeling, Community Detection
Certifications: Introduction to Data Science in Python, Python for Web Scraping, Introduction to Google Data Studio

KEY COMPETENCIES

• Predictive Modeling • Machine Learning • Data Visualization • Building Reports & Dashboards • Data Cleansing & Processing • Data Wrangling • Structured & Unstructured Data expertise • NLP & Text Mining • Storyboarding • CRM • Web Scraping • Social Media & Network Analysis • Product Development • Pricing Analytics • Big Data Analytics

PROFESSIONAL EXPERIENCE

Pricing Analyst Intern at Zoro, a W.W. Grainger Company [SQL Workbench, R, Tableau] **June 2019 – Aug 2019**
✓ Analyzed price changes of Competitors to estimate their periodic price volatility and their impact on Zoro's sales over time
✓ Performed competitive data QA checks by applying a set of pricing rules to filter SKUs to determine volatility of 26.4K SKUs
✓ Built an automated detective system which identifies opportunities of revising prices within 2.7 million SKUs of Zoro
✓ Identified 6200 products of Zoro cross-referenced with 500K SKUs of Competitors requiring price revision during volatility

Data Science Academic Intern at DuPage Medical Group US – Team Lead [Python, Tableau] **August 2019 – Dec 2019**
✓ Analyzed claims data having ICD-10, CPT codes, service provider & Diagnostic codes of patients who leaked from DuPage
✓ Explored Geographic, demographic, seasonality & modality features and created dashboards showing prime leakage factors
✓ Collected & merge 3rd party data with extracted features to build a Neural Network model with prediction accuracy of 90%
✓ Assessed risk of customer churn & develop strategies by defining KPIs & metrics for decreasing the rate of patient leakage

Data Analytics & Business Intelligence Developer at UIC [SLATE, PowerBI, SQL, Microsoft Flow] **July 2018 – Dec 2019**
✓ Analyzed UIC's prospective & current students' enrollment data using CRM system to perform trend analysis & monitoring
✓ Consulted with stakeholders & identified KPIs in application review process & developed metrics that measure yearly progress
✓ Built reports & developed dashboards using PowerBI that provide a clear picture of admissions trends and inform stakeholders with key insights to help improve recruitment processes which resulted in expedited admissions decisions by 8% per year

Business Data Analyst at Infosys Limited, India **Jan 2015 – July 2017**
✓ Worked with customer acquisition & marketing team of a major Bank to design new campaigns with better target marketing to convert its liability customers to personal loan customers using k-NN prediction model & increased conversion rate to 5%. Served as a vital member of the team by cross-collaborating & engaging with the client to bring more agility in project.
✓ Worked with the analytics team of a large market research firm to identify & segment market based on customers' purchase behavior & pricing to design targeted promotions for their clients. Analyzed transaction & household data & developed a k-means clustering model. Lead a team of 3 & served as point of contact with the client to gather requirements & assign tasks.

Senior Systems Engineer at Infosys Limited, India **Sep 2013 - Jan 2015**
✓ Migrated Client's application and data from legacy VB6 to VB.NET and revamped the UI which improved data processing and ease of use. Developed an Excel to XML conversion tool, reducing effort from 4 hours to 30 seconds
✓ Extracted customer and transactional data using SQL & stored procedures to analyze fraudulent accounts/transactions and generated reports for presenting to auditors which drove compliance cost down and increased operational capacity

ACADEMIC PROJECTS github.com/VigneshGV91

Insurance purchase prediction using Random Forest with hyperparameter tuning [R] Analyzed dataset containing 86 predictor variables & 9000 observations while tuning hyperparameters to choose optimal sample size, mtry and n0. Performed factor level reduction & built the RF model with 94% accuracy & 6.18% OOB error rate and identified 281 insurance holders.

Statistical Analysis of EMR Health Survey Data [SPSS, R, Logistic Regression, Random Forest]

Analyzed the characteristics of the users/nonusers of online system to access health records using the HINTS 5 Cycle 2 dataset containing 449 Features & 3504 samples. Identified 20 important features which were key indicators of EMR online user activity

KPI & Dashboard development for JetBlue Airlines: Data Visualization [Tableau] Performed KPI and competitor analysis & identified 2 key competitors, 6 major airports & 23 major routes for increasing traffic & improving customer engagement