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Summary

Data enthusiast and hard-working professional pursuing MS in Business Analytics at UW. With a strong MBA and Engineering background, I am passionate about helping the success of the businesses. I have 5 years of work experience in the Business Intelligence Unit & Data Center of the Banking industry. Effectively operates databases with advanced SQL knowledge. Expertise in data visualization, creating quality reports and dashboards using Power BI & Tableau. Proficient knowledge in Data Mining, Machine Learning algorithms, statistics, mathematics, and analytics.

Professional Experience:

Client: City of Puyallup - Government, Puyallup, WA, USA

June 2021– Till Date

Role: Business Data Analyst-Internship

- Created a proof-of-concept data-driven predictive analytical solution that employs Machine Learning algorithms to forecast the city's future revenue and find key business sectors and key performance indicators (KPI).
- Designed and built ETL in SSIS to extract census data and sales tax data from various sources and loaded into source files.
- **Descriptive and Diagnostic Analytics** - Collected city's census data for the past ten years and visualized key demographic information (Average Home Price, Employment by sector, Commute distance). Created Tableau story to visualize the sectors affected due to the covid pandemic.
- **Predictive Analytics** - Implemented Time Series Forecasting Techniques (ARIMA, ARIMAX) to predict the city's future sales tax revenue using R.
- **Social Media Analytics** - Word cloud analysis on hashtags and mentions (Twitter data), to find how the city supports local businesses on social media using Python.

Client: Karur Vysya Bank, Karur, India

May 2015 – May 2019

Role: Data Analyst (Data Centre)

- Manage, operate, and support payment systems such as structured financial messaging platform (SFMS) / RTGS / NEFT.
- Performed system testing in the migration of Core Banking Software for payment module.
- Carried out Disaster Recovery Drill for the Bank's Payment Applications.
- Using SQL, analysed large volumes of customer transactions and generate reports for cross-selling banking products.
- Analysed transaction volumes across various payment channels to identify trends in customer usage of various products and provide insights to the Products team.

Client: HDFC Bank, Chennai, India

May 2014 – Mar 2015

Role: BI Engineer (Business Intelligence Unit)

- Created SSIS packages to extract data from different sources, transform and load data into destination files with various kinds of transformations such as derived column, lookup.
- Analysed customer credit card transactions and prepare a list of customers who are eligible for increased credit limits and cross-selling of other banking products based on their spending habits and repayment abilities.

- Customer complaints on credit cards were analyzed using data from the customer helpdesk, and summarized reports and insights were provided to the operations and risk departments.
- Recommended physical statement suppression as a means of reducing the bank's operational costs, with each physical statement converted into an e-mail saving the bank 5 rupees in paper and postal costs.

Technical Skills

- **Languages** - R, Python (NumPy, Pandas, Matplotlib, Scikit-learn)
- **Tools** - Tableau, Power BI, Azure ML, IBM WebSphere MQ, Microsoft Excel, Palisade-@Risk (Risk analysis Tool), JIRA
- **Methodologies** - Agile & Waterfall
- **Databases** - SQL Server, PostgreSQL, Oracle
- **Machine Learning Models** - Multiple linear Regression, Logistic Regression, Decision trees, Random Forest, Boosting, Naïve-bayes, Time Series Forecasting (ARIMA, ARIMAX)

Certifications

- JAIIB Certified (Junior Associate of Indian Institute of Bankers)
- Post Graduate Diploma in Branch Banking.
- AWS Academy Graduate-AWS Academy Cloud foundations

Education

Master of Science in Business Analytics (*Expected June 2022*), University of Washington (Tacoma) /GPA: 3.99

Master of Business Administration – Banking Technology (2012-2014), Pondicherry University / GPA: 3.26

Bachelor of Technology - ICE (2012-2014), Pondicherry University / GPA: 3.36

Achievements

KVB Tech Award of Excellence for contribution in Core Banking Migration Project.

Extra-curricular Activities

- Co-Ordinated FinTech Focus, Pondicherry University Co-Ordinator of 'FinTech Focus'
- Volunteered Lions Blood Donation Camp, Pondicherry. Organized blood donation camps by fund raising advertising etc.