

SUMMARY

Dedicated professional with keen eye for detail and rigorous research methodology with experience in achieving tangible results and cross-team collaboration. Proactive and excited to partner with like-minded individuals to achieve goals. Adept at performing deep dive to gain actionable insights to benefit key stakeholders & facilitate sound decision-making while generating an error-free report. Proficient in data analysis and data visualization to deliver compelling business value to clients & successfully execute projects.

EDUCATION

Masters in Data Science May '20 - Apr '22
Liverpool John Moores University U.K

Bachelor of Science in Computer Science & Engineering Jun '16 - May '20
SASTRA Deemed to be University Thanjavur, IN

PROFESSIONAL EXPERIENCE

Senior Analyst May '21 - Present
Neustar, A Transunion Company Hyderabad, IN

Neustar is a marketing analytics industry leader pioneering unique and value driven analytics solutions specific to clients using Marketing Mix Modeling and Multi Touch Attribution methodologies. Consulting and analytic support role consists of building highly complex statistical models, geared to solve client business questions. Job function requires an expert level knowledge of Python, SQL, Excel, a strong understanding of statistical methods, Big Data analysis and Machine Learning algorithms. Additional responsibilities include client deliverables assistance with delivery team, and fulfilling ad-hoc analysis to provide additional value to clients.

- Finished training on both MMM and MTA methodologies and worked on clients such as **Nike, Citibank, Lowes, AAP, Mutual of Omaha, Tracfone**
- Design the data driven model and calculate **attribution** at user level for each marketing available for the client
- Arrange Ad-hoc analysis support to the consulting and solutions team when ever required.
- Developed and deployed an automatic **python script** for extensive EDA which reduces the process time by **90%**

Systems Engineer Sep '20 - Apr '21
Infosys Chennai, IN

TECHNICAL SKILLS

- Working knowledge of Marketing Mix Modeling (MMM) and Multi Touch Attribution (MTA) methodologies to analyze the effectiveness of the marketing.
- Theoretical understanding and coding experience of Machine Learning algorithms such as Linear Regression, Logistic Regression, Ridge and Lasso Regression, Decision Trees, Random Forest, Boosting and Bagging techniques.
- Solid skills in statistics techniques such as Exploratory Data Analysis, Variable Selection techniques, Clustering Algorithms and Time Series algorithms.
- Good practical experience of handling big data sets using BigQuery, Hive and have good programming and automating skills in Python working in Jupyter or Google Colab notebooks.
- Skilled in MS products such as Excel (Pivots, Data Analysis, Lookups), Word. Can create data flows using Tableau prep and visualize data by building dashboards in Tableau, Looker.

Hobbies

Playing and watching cricket and Badminton

Languages

English, Telugu (Native) and Hindi