

Software Developer Software Developer Software Developer - PAXCEL TECHNOLOGIES Around three and half years of experience in the analytics and development domain for various clients Project development and execution experience with analytics pioneers such as ZS associates and Paxcel Technologies Experience of working on the tools and techniques like SAS, Modeling, VBA, Informatica, Time series analysis etc. Experience of working across domains like Retail, Banking and Pharma Work Experience Software Developer PAXCEL TECHNOLOGIES March 2015 to Present Campaign target identification- Currently working on logistic modelling project aimed at identification of customers to be targeted for a campaign. We are using SAS and logistic regression Performed Campaign Analysis to find which campaign was most fruitful for one of the retail sites using lift analysis, basic statistics and prepared a dashboard using Excel Customer Segmentation: Behavior and value based segmentation to segment customers based on their purchase patterns using k means clustering using SAS Business Technology Analyst ZS ASSOCIATES July 2014 to March 2015 Performance Analysis- Have worked on various performance analysis which has helped client in tracking the performance of HCP's for US based client using Informteica, Excel and SQL Sales Measurement- Have worked on the sales measurement across dealers, hospital, pharmacy for the US based pharma giant using Informetica, Excel and SQL Attended SAS and modeling trainings with mock project Software Developer PAXCEL TECHNOLOGIES June 2013 to July 2014 Made an Item Based recommendation Engine using Collaborative filtering approach for a retail site. Designed algorithm for rebalancing portfolios of assets using MYSQL and JAVA for a financial site. It involved periodically buying or selling assets in a portfolio to achieve desired asset allocation. Tools and Techniques Tools and Languages: SAS, Excel (advanced), PowerPoint, Basic R, VBA, SQL Yog, Informetica, Java Techniques: Linear regression, Logistic regression, EDA, Clustering, Time series analysis, Forecasting Education Bachelor of Engineering in Engineering and Technology Panjab University 2013 Board/UNIV

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