

# Venugopal P

## Consultant - Analytics

Experienced Consultant working with organizations across industries helping them solve complex business problems using advanced analytics.

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## WORK EXPERIENCE

### Consultant Fractal Analytics

04/2018 – Present

#### Achievements/Tasks

- Delivered end-to-end MMM solutions for Fortune 500 companies across domains.
- Evaluated ROAS and effectiveness of marketing campaigns across drivers and provided recommendations to optimize budget allocation as well as analysed impacts of cross media marketing.
- Designed & Developed a solution for Automated MMM, which enables end users to assess the performance of various marketing media drivers at scale and pace using Rshiny.
- Performed Attribution modelling to evaluate the impact of different banner executions on sales for a large CPG corporation.

### System Engineer TATA Consultancy Services

12/2013 – 05/2017

#### Achievements/Tasks

- Worked in development team of TCS Optumera™ - Macro Space Optimization and successfully implemented it for multiple CPG clients in US market.
- Expertise in Manual, Automation and Regression testing and responsible for managing releases; Led QA team in the implementation of BPM for one of the largest US healthcare payer.
- Certified with Lean Six Sigma - Green belt for automating the regression suite resulting in cost reduction of \$40K.

## HONOR AWARDS

### Jury Choice (2018 – 2019)

#### Fractal Analytics

- Won AI.DEI expo conducted for the MTA solution, which was then presented across geographies in various expos.
- Won second place in hackathon and awarded with a PPI.

### Performance Beyond Applause Award (2016)

#### TCS

- For implementing Test Design Optimization in the project, resulting in reduction of 75% of test cases and cost savings of \$20K.

## TOOLS/SKILLS

R/Rshiny

Market Mix Modelling

Attribution Modelling

Machine Learning

Data Visualization

Google Analytics

## PROJECTS

### Self Drive Car

- Implemented a self drive car in simulated environment using Kivy framework and trained it using Reinforcement Learning (Deep Q Learning).

### TouchSense

- Designed & developed a prototype for Multi Touch attribution using Neural Networks (LSTM) to evaluate the contribution across drivers and predict the customer propensity with R shiny.

## EDUCATION

### Post Graduate Program In Management, Business Analytics Great Lakes Institute of Management

05/2017 – 04/2018

### B.E.

### SRM Easwari Engineering College

09/2009 – 04/2013

## COURSES

### Practical Time Series Analysis (2019)

The State University of New York

### Exhaustive Vision AI (2019 – Present)

The School of AI