**Curriculum Vitae**

**YASHWANTH M.R**

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**Career Objectives**

* To involve in an organization with highly motivated, and challenging attitude to reach scalable achievements in chosen arena through value creation and generation at every phase of career.
* Passionate about explaining data science to non-technical business audiences.

**Summary**

Solutions-oriented Analysis possessing unique combination of Analytical skills includes data-science, machine learning, business analysis, big-data technology such as Hadoop and application development experience in top-tier Retail organizations.

**Software Skills and Tools**

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| --- | --- |
| * **R, R-Studio, Revolution R Enterprise** * **Python** * **Teradata/SQL** * **Tableau** | * **SPSS** * **SAS(Base)** * **Hadoop(Base)** * **Excel** |

**Accomplishments**

* + - Capped the **Data-Science toolbox** course from Coursera
    - Additional course comprises **Getting & Cleaning data**, **R-Programming**, **Big-data, Business Analytics and Machine learning**
    - Seldom developed data products adopting data-science functionality termed **R-Shiny**
    - Won **“Best Performance Team Award”** for Holiday Season project, 2014

**Educational Qualifications**

**Master of Science - Statistics 2011**

**Manasa Gangotri – Mysore, Karnataka**

* With an aggregate of 62.45% from Mysore University.

**Bachelor of Science - Mathematics, Statistics, Computer Science 2009**

**Yuvaraja’s College – Mysore, Karnataka**

* With an aggregate of 72.11% from Mysore University.

**Experience**

**Sr. Analyst Jan 2016 to Present**

**Lowe’s Services India Private Limited – Bangalore, Karnataka**

* Distinguished different set of Promotions in response to performance attributes & identified the customer segments to evaluate effectiveness of promotions.
* Developed marketing strategies for new store launch by leveraging promotional tactics from the existing stores.
* Evaluated KPI’s of non-performing stores & civilise the merchants in achieving their business expectations.
* Measured the Sales & Inventory performance by subsequent implementation of distinct Inventory Management System.
* Classified the customer behaviour by identifying customer-segments who are contributing to maximum share of margin & thereafter recognizing the targeted customer group.

**Sr. Analyst Oct 2013 to Dec 2015**

**Ugam Solutions – Bangalore, Karnataka**

* Developed statistical models ensure business oriented decision makings.
* Created strategies to develop and expand existing customers resulted in leveraging monthly sales.
* Worked as a team member to provide the highest level of service to customers.
* Shared the platform development knowledge with customers making business recommendations.
* Responsible for implementing all business-building and relationship-building expectations with uniquely assigned accounts and clients.
* Reorganized the sales floor to meet company demands & directed clients in sales and inventory-maintenance engagement.
* Analyzed marketing information and translated it into strategic plans.
* Dynamic pricing as a pricing strategy based on algorithms setting highly flexible prices on current market demands.
* Pricing Intelligence technique offering optimized price enhancing stakes requirement for retailers using price sensitivity guidelines.
* Incorporating OpenText Content Intelligence & Optimization providing actionable insights & deployment of low-cost management based on Content Analytical Solutions.

**Jr. Analyst Oct 2011 to Oct 2013**

**Predictive Analytics Solutions Private Limited – Bangalore, Karnataka**

* Build statistical models, predictive models under on-core objectives.
* Proactively involved in development of Web-Portal that signifies Simulations.
* Established market growth strategies resulted in new units generating yearly sales.
* Leveraged skills in cementing healthy client relationship geared towards generating business and leading workforce.

**Roles and Responsibilities**

* Collecting, collating and carrying out complex data analysis in support of management & client requests.
* Involved in reporting statistical insights working with colleagues and senior managers.
* Analyzing raw data, drawing conclusions & developing recommendations.
* Designing, developing and implementing newly established functionalities.
* Advising on the suitability of methodologies and suggesting improvements while

conducting specified data processing and statistical techniques.

* Monitoring the suitability for government organizations namely Airport Authority of India, NISTADS, CRRI.
* Applying skills using ***R-Studio*** to develop newest methods into the solutions.
* Facilitate meetings with clients to gather and document requirements and explore potential insights.
* Assist in coordinating business analyst tasks on information technology projects and provide support to team members.

**Core Competencies and Analytics/Statistical work**

* Model specifications includes Simple(Multiple) Linear Regression, Logistic Regression(Binary, Multinomial) which describes relationships among variables.
* Regression diagnostics that confirms the goodness of fit of the model and statistical significance of the estimated parameters.
* Differences between group means and their associated procedure using ANOVA.
* Estimating the characteristics of whole population using various Sampling methods.
* Discovering the patterns in large datasets using machine learning techniques such as CART/CHAID, Neural Networks, K-means Clustering, SVM, Random-Forest, Association Rules & Naive Baye’s Classifier.
* Correlational methods of describing underlying structures driving data values using Principal Component Analysis(PCA) & Factor Analysis.
* Summarizing a set of data in two-dimensional graphical form assessing Correspondence Analysis(CA).
* Simulating Predictions/Probabilities based on previously observed values using Time Series, Forecasting and Predictive Models.
* Enhancing Price Elasticity(for supply/sales) models through recommendations based on Dynamic-Pricing.
* Further technical experiments using **R-Studio** especially RShniy, R2HTML, Sweave, WordCloud, Xtable, rCharts & RPubs.

**Extra/Co-Curricular Achievements**

* Represented Mysore district in Weight lifting.
* Completed two years of training in NCC (National Cadet Corps).

**Personal Details**

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| **Date of Birth:** | **07 April 1988** |
| **Nationality:** | **Indian** |
| **Marital Status:** | **Single** |
| **Languages:** | **Kannada, English, Hindi** |

**Declaration**

I, Yashwanth M.R hereby declare that all the above details given by me are true to the best of my Knowledge.

**Best Regards,**

**Yashwanth M.R**