

EDUCATION

Indiana University, Bloomington, IN

Master of Science in Data Science

May `2023

Cumulative GPA: 4.0 / 4.0

Relevant Coursework:

Applied Algorithms, Applied Machine Learning, Elements of Artificial Intelligence,
Data Mining, Introduction to Statistics

Faculty of Management Studies (FMS), Delhi, India

May `2013

Master of Business Administration

National Institute of Technology Karnataka, Surathkal, India

May `2009

Bachelor of Technology

SKILLS

Programming: Python, SQL, SAS, R | **Analysis and design:** Supervised and Unsupervised Machine Learning, Statistical analysis, Data mining & analysis, Data Visualization | **Digital analytics tools:** Adobe Experience Manager | **Project Management:** JIRA, Confluence, GitHub

EXPERIENCE

The Hongkong and Shanghai Banking Corporation Limited (HSBC), Bengaluru, India

Lead AVP

Jul '2021–Jul '2021

AVP

Mar '2021–Jun '2021

Lead Manager

Sep '2018–Feb '2021

Manager

Apr '2016–Aug '2018

Assistant Manager

Sep '2014–Mar '2016

- Setup the analytics practice and grew the customer base by 70% for the retail business banking vertical
 - Leveraged existing internal data and profiled look-alike customers saving the business a cost of \$2 per lead from third party providers
- Implemented the K-prototype clustering algorithm in Python for a Foreign currency campaign
 - High liquidity segment showed an increase in product uptake by 12%
 - The analysis helped the product team identify fee income opportunity for certain currency combinations
- Created an excel based lending propensity tool resulting in growth of lending book by \$6M
 - Drivers used to measure propensity were balance and transaction volatility
- Increased the debit card usage by 23% for the Singapore market by identifying high propensity customers
 - Used decision tree algorithm to carve distinct segments of customers who are most likely to turn active
 - Profiled customers helping the market develop a personalized marketing script for communication
 - Developed an automated and exhaustive dashboard to track month on month performance
- Deployed a Random Forest based loans propensity model in Malaysia using SAS which obtained an incremental revenue of ~\$700K
 - Improved the existing baseline model by 24%
 - Created an automated process to feed frontline staff with high propensity lending leads on a monthly basis
- Reconstructed customer digital behaviour from unstructured weblog data allowing to map digital journeys
 - Enriched the weblog data with customer performance data enabling the bank to map customer behaviour
 - Improved the credit card acquisition funnel by 78% by identifying drop-offs in the funnel and recommended a feature to capture customer contact information for call-back
- Identified 19% ATMs for closure/relocation by carrying out a demand/supply analysis
- Created a digital activation strategy for Singapore which resulted in 88% digital engagement
 - Segmented customers based on the penetration of internet banking and drafted marketing script
 - Developed a comprehensive dashboard to track the performance of the digital activation campaign

MakeMyTrip India Ltd, Gurgaon, India

Assistant Manager

May '2013–Sep '2014

- Drove product enhancements that resulted in an increase in sales by over 27%
 - Created an algorithm that used the features of the hotels to come up with a ranking methodology so that the best and most preferred hotels would feature from over 50,000 available in the inventory
- Migrated the manual process of tracking hotel inventory contracted by international destination managers to a system-based process
 - Resulted in a reduction of losses caused due to multi-booking of hotels by 35%

Further information would be provided on request