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APARAJIT

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EMPLOYMENT

SENIOR BUSINESS ANALYST — **RAYMOND JAMES FINANCIAL** — **AUG 2018 - PRESENT**

- Built test cases using Oracle to identify payments to any sanctioned entities
- Devised a control mechanism to alert in case of any unusual activity using Oracle and tableau
- Ran multiple tests cases on LexisNexis Bridger to ensure compliance with the Patriot act

Analytics Intern — **American Express** — **June 2017 – August 2017**

- Used conjoint analysis to measure employee experience for business travelers
- Applied machine learning using decision tree in SAS to identify potential savings, averaging 10 % of total spend
- Recommended 3 ways for clients to save: improved negotiation, supplier shift and behavioral shift
- Used Levenshtein distance to build a supplier match engine in R to match hotel properties with 65 % accuracy

Assistant Manager — **American Express** — **September 2015 – July 2016**

- Supervised a data governance project on corporate card data with funding of over $1M
- Created transactional mapping that was consistent across all geographies
- Advised on new and modified existing spend categories to increase granularity of data metrics
- Drew ER diagrams using Visio to ensure referential integrity for the new capability
- Wrote extensive SQL and SAS queries to perform data validation and testing
- Standardized spend across all markets resulting in net charge volume change of 2%

Assistant Manager — **American Express** — **March 2014 – February 2015**

- Supported US fortune-500 clients with their regular and ad-hoc reporting needs
- Used SAS, MicroStrategy and SQL to migrate and automate over 500 reports from the field
- Ideated a report using MS Excel, Access, VBA and SQL to identify at-risk accounts
- Formulated a key account review capturing major spend categories to support FORTUNE-500 clients

Senior Associate — **GlaxoSmithKline Knowledge Centre** — **November 2011 – March 2014**

- Provided analytical support to sales teams in South Korea, Taiwan, Vietnam, Thailand and Malaysia
- Built brand performance monitors using IMS data to track key product's performance enabling effective sales tracking
- Integrated market wise reports to create regional (Asia-pacific) reports tracking key brand performance
- Carried out a LEAN project resulting in process improvement generating savings of 0.54 FTE

EDUCATION

Dallas, TX — **University of Texas at Dallas** — **Fall 2016 – Spring 2018**

- Master of Science in Business Analytics, May 2018
- Coursework: Predictive Analytics, Prescriptive Analytics, Advanced R, Python Programming, Data Visualization, Statistics for Business, Marketing Management, Customer Insight development, Data management, Applied Econometrics

ACADEMIC PROJECTS

- **SMS Spam Filter on UCI Data [Python]** (Mar 2018). Calculated term frequency and inverse document frequency and used Naïve Bayes classifier to categorize text messages as spam or ham with 97 % accuracy using NLTK
- **Predicting Customer Churn [SAS]** (Dec 2016). Preprocessed 150,000 rows and over 173 variables and ran classification tree, neural networks and finally advised on logistic regression model post model validation with 71 % accuracy
- **Predicting Customer Churn [R]** (May 2017). Ran a probit model to predict churn with 82 % accuracy. To further improve performance implemented decision tree and finally a random forest model with 96 % accuracy
- **Increase Brand Appeal for Cinemark [R, Tableau, Uxpressia]** (Dec 2017). Examined responses from customers to analyze factors that attract people to movie theaters and how can millennials be retained better
- **Boston Housing Prices [Python]** (Sep 2018). Built a meta stacking algorithm averaging ridge, lasso, xgboost, lightgbm to predict house prices

Languages and Technologies

[Visualization]: Tableau, Microsoft Power-BI, D3.js; [Statistical packages]: R Programming, IBM-Watson Analytics, Base SAS; [Digital Analytics]: Google Analytics, A/B testing, Adobe Omniture; [Languages/Libraries]: Python, Pyspark, Numpy, Pandas, Scipy, Seaborn, Matplotlib, Scikit-Learn, NLTK, TensorFlow, Plotly, Keras, Lightgbm ; [Languages/Libraries]: mysql, Oracle, Bridger