**Guru M**

**M:** +91 7829103056

**E:** [gurum91@gmail.com](mailto:gurum91@gmail.com)

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* Solid foundation typically in computer science and applications, predictive modeling, statistics, analytics and math.
* Strong business acumen, coupled with the ability to communicate findings to both business and IT leaders in a way that can influence how an organization approaches a business challenge.
* Familiarity with data mining, machine learning and predictive analytics.
* Good experience in data mining techniques like regression analysis, cluster analysis, time series forecasting, neural networks, fuzzy logic etc.
* Familiarity with Text Analytics in R.
* Experience of programming languages such as VBA.
* Exceptional communication and project management skills.

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| **TECHNICAL SKILLS** |

* **Known Skills:** R, SAS, Python, MS Excel, Weka, VBA, and Hadoop.
* **IDE’s**: R Studio, R Commander.
* **RDBMS**: MS Access, SQL Server 2005/2008.
* **Operating Systems:** Windows, Linux.

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| **EDUCATION** |

**Visvesvaraya Technological University** **Fall 2008 – July 2012**

* **B.E** in Computer science.

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| **PROJECTS** |

* **ConvergeHEALTH (Current Project):** ConvergeHEALTH is a part of $150-200 million investment, Deloitte is making in life science & healthcare analytics.

**Data mining Technique:** Regression methods; **Tool**: R, QlikView; **Client**: Deloitte.

* **Time Series Forecasting model:** Monthly Revenue forecasting by using time series predictive model, it helps to optimize the marketing strategy & planning.

**Data mining Technique:** Holt-Winters Exponential Smoothing; **Tool**: R, MS Excel; **Client**: Savaari car rentals.

* **Customers Loyalty Analysis:** Objective of this project is to identify the loyal customers by their features like how recently customer did booking, frequency of bookings & total amount contribution to the company.

**Data mining Technique:** RFM Analysis; **Tool**: R, MS Excel; **Client**: Savaari car rentals.

* **Customer churns analysis In Telecommunication sector:** Churn in the broadest sense is a measure of the number of individuals or items moving out of a collective system over a specific period of time. Aim of this project is predict the number of churners and the reasons for customer to churn; we have developed a predictive model using logistic regression

**Data mining Technique:** Logistic Regression; **Tool**: SAS, MS Excel; **Client**: Predictive Research.

* **Customer feedback analysis:** Analyze the customer feedback by using tm package in R & find the feedback patterns. CRM department use this data to decision making.

**Tool**: R, MS PowerPoint; **Client**: Savaari car rentals.

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| **EMPLOYMENT** |

**Sr. Analyst Deloitte Oct 2014 –Till now**

* Statistics model building, evaluation & deployment by using R Programming language.
* Working as a consultant on product development.
* Algorithms building for solving the complex business problems.

**Sr. Analyst Savaari car rentals Oct 2013 –Oct 2014**

* Implemented the customer loyalty program by RFM (Recency, Frequency, and Monetary) Analysis.
* Build Time series forecasting model for marketing team, it helps to allocate the Budget for different campaigns.
* Implemented the automated data collection application by using VBA, it reduces the time taken for data collection from 8 hours to 10 minutes.
* Analyze the customer feedback in text format, Analyze the hidden pattern in customer feedback & consult to CRM department.
* Implemented the user friendly dashboards for the data presentation.

**Data analyst Predictive research Aug 2012 – Oct 2013**

* Build the customer churn model by using logistic regression model for a telecom industry client.
* Implemented the stock portfolio optimization application.
* Build User friendly GUI for a cluster analysis model by R programming language, working experience in big data on Hadoop cluster.