Ashok Kumar Rachakulla Email Id: ashok.rachakulla@gmail.com

Mobile: 91-9686822588

|  |  |
| --- | --- |
| **Career Objective** |  |

Highly talented, goal oriented professional with significant working experience of 6 years and 10 months within IT sector. 2.6yrs of experience in Bigdata / Analytics. I’m currently working as Senior Software Engineer at Wipro Technologies Pvt. Ltd in Bangalore. Pursuing Business Analytics Course from ISB.

|  |  |  |  |
| --- | --- | --- | --- |
|  |  | | |
| **Professional Summary** | |  |

Software Professional with 2yrs of experience in System Analysis, Design & Development, Maintenance large enterprise on IBM Mainframes, 2yrs of experience in Java as a front end for legacy application development and 2.6yr experience in Open source technologies like Hadoop Ecosystem and Analytics using R , SAS & Tableau

* Highly motivated individual and a good team player.
* Having good understanding of SDLC.
* Good knowledge and experience in Insurance & Securities Domain.
* Excellent debugging skills, good in unit testing and resolving defects in all phases of development.
* Data Mining- PCA, Association Rules, Clustering, Machine Learning & Classification.
* Good communication, Analytical and Judgment skills.
* Good Knowledge on Bigdata - Hadoop Ecosystems like, Map Reduce, Pig, Hive, HBase.
* Self Trained on Machine Learning, Data Analysis, Regression, R Programming from Coursera.

|  |  |
| --- | --- |
| **Work Experience** |  |

* **Wipro Technologies, Bangalore** *April 2008- Till date as a Senior Software Engineer*

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Education** | |  | | |
|  | **M.C.A (Master of Computer Application)**  *K.L.C.E ( Nagarjuna University)* | | **75.00%** | **2007** |

|  |  |  |  |
| --- | --- | --- | --- |
|  | **B.Sc (Computer Science)**  *Andhra Loyola College* | **77.00%** | **2004** |

|  |  |
| --- | --- |
| **Technical Skills** |  |

|  |  |
| --- | --- |
| Data Mining & Visualization | Text Mining, PCA, Association Rules, Clustering, Classification, Machine Learning & Tableau |
| Statistical tools & Tecniques | R-Stats, Regression Modeling, Time Series Forecasting, Survival Analysis |
| Bigdata | BigData - Hadoop Eco System like Hive, Pig, MapReduce, Hbase & AWS |
| Database | Mysql, DB2 |
| Programming Languages | Java, Python |
| **Mainframe** | COBOL, JCL, VSAM, DB2, CICS, MQ Series,Rexx |

|  |  |
| --- | --- |
| **Project Details** |  |

1. **Project(s):** Marketing Campaign Model

**Client Name:** Charles Schwab

**Technology:** R, Tableau, MEXL,

**Duration:** Jan 2015- till date (2 months)

**Description of Project:** The project involved mining insights of Customer demographic details

and study their behavior and target those specific group of customers with HYIC, S3 & Banking

accounts in order to mobilize the marketing Strategy for the new Account Product Type.

1. **Project(s):** Demand Forecasting for Business Operations

**Client Name:** Wipro

**Technology:** R, Tableau, Sql-Server

**Duration:** August 2014-No 2014 (4 months)

**Methodologies:**

* + Data Integration in SQL Server
  + Build predictive models from start-to-finish (i.e. extract data, manipulate data, build model and validate model) and then deploy model on real data & track model Performance\model accuracy
  + Data Validation by using R.
  + Exploratory Data Analysis and Data Preprocessing to identify trend, Seasonality, Outliers ..
  + Time Series Forecasting with ARIMA and demand forecasting
  + Model building using Time Series Techniques, linear regression, ARIMA, Logistic Regression, HOLTs Method, Discriminant analysis, Factor Analysis, Cluster Analysis and CAID using analytical tool R.
  + Identifying new areas to apply predictive modeling and advanced analytics

1. **Project(s):** Lelynx

**Client Name:** Admiral Group

**Technology:** R, Tableau, MEXL, Google Analytics

**Duration:** Jan 2014-August( 8months )

**Methodologies:** Getting Data Cleaning, Data Exploration, Statistical Modeling(Regression),

Time series Analysis, Customer segmentation & Clustering, Text Mining(Using

Facebook & Twitter), Attribution Modeling (Google Analytics)

**Description of the project**: The project involved mining insights of an Insurance aggregator,

their current product offerings, providing suggestions/ recommendations on how they can

make more revenues with current business constraints, analyze their price, Partner prices and

their developments and attribution model insights for their marketing strategy.

**Role:**  Data Analyst

1. **Project(s)/Team Name:** Twitter Data Analysis

**Client Name:** Western Union

**Duration:** June 2013 - Nov2013( 6months )

**Technology :** R, Twitter, Text Mining, Regression , Hadoop , Hive, Flume, Linux, oozie.

**Team Size:** 02

**Description of the project**: western union allows users to send and receive funds to others, pay

bills and purchase gift cards. The objective is to analyze the emotions of western union

customers based on the information available in social networking sites like twitter and to

Visualize it in graphical representation

**Role:**  Data Analyst

**Responsibility**:

1. Analyze the Financial data using Analytical tools like R, Bigdata.

2. Responsible for preparing action plans to analyze the data.

3. Coordinates with customers to understand the deep insights of data.

1. **Project(s)/:** Chicago Crime Data Analysis

**Technology :** R, Tableau**,** XLMiner

**Methodoligies:** Segmentation & Clustering, Association Rules, PCA, Network Analysis

**Duration:** Nov 2012-Jan2013(2 Months)

**Description of the project**: The Project delivered as part of ISB Business Analytics Program

involved analysis of Chicago's crime data for the year 2012-2014 with the aim to identify the

crime pattern, crime network, casual analysis and produce recommendation for the crime

department.

**Role:** Data Analyst

1. **Project(s)/Team Name:** CRM Analysis

**Client Name:** Pitney Bowes

**Duration:** 5months (August 2012- Nov2012)

**Team Size:** 04

**Description of the project**: Pitney Bowes is a leading Hardware and software for managing all

kinds of physical and digital communications like document composition and output software,

including records and information management for streamlining the management of

documents. Getting value from their existing data and business value from the ever-building

volumes of customer data.

**Role:** Data Analyst

**Responsibility**:

1. Analyze the data using Analytical tools like Hadoop, Hive and R.

2. Responsible for preparing action plans to analyze the data.

3. Coordinates with customers to understand the deep insights of data.

**Software:** Hadoop, Hive, Pig, Mapreduce,Hbase,Sqoop.

1. **Project(s)/Team Name:** Stock Data Analysis

**Client Name:** Bank of Newyork and Mellon

**Duration:** 8months (Jan 2012-August2012)

**Team Size:** 03

**Domain:** Securities

**Description of the project**: Bank of Newyork and Mellon uses Sungard’s Global one to

consolidate its global securities and finance activities. It support for both brokers and lenders

with the sort code details to understand the process and frequency of the trade details.

**Role:** Data Analyst

1. Analyze the Financial data using Bigdata, Pentaho.

2. Responsible for analyzing the meaningful data insight from Hadoop/HDFS.

3. Coordinates with customers to understand the deep insights of data.

**Software:** Hadoop, Hive, Pig, Mapreduce,Hbase,Sqoop, Talend.

1. **Project(s)/Team Name:** CIBC Mellon Migration.

**Client Name:** Bank of New York Mellon

**Duration:** 6months ( June 2011- Dec 2011)

**Team Size:** 4

**Domain:** Securities

**Description of the project:** As a part of CIBC Migration project, POC to implement Bigdata Hadoop, with Syncsort Hadoop ETL tool to migrate data from Mainframe to Bigdata/ hadoop

**Role:** Data Analyst.

**Responsibility:** Gathering and understanding the business requirement for development and enhancement. Preparation of design documents to accommodate the business as well as client requirement. Breakup the modules based on functionality and delegate the task to the team. Perform code walkthrough’s and review of quality documents (Deliverables and Non-Deliverables)

**Software**  Sungard, Java, Hadoop, Map Reduce

1. **Project(s)/Team Name:** PORTIA Trades Processing.

**Client Name:** Bank of New York Mellon

**Duration:** 5 months( Feb 2011- June 2011)

**Team Size:** 2

**Domain:** Securities

**Description of the project:** The intent of this project is to create an interface for Portia Trades coming as an NDM and posting it to InvestOne.

**Role:** Developer

**Responsibility:** Requirement gathering, Analysis and preparation of HLD. Prepare LLD, construction of programs based on LLD using Message Broker Prepare Test Plans and perform testing also perform reviews and Code Walk with SME’s. Creation and maintenance of various quality documents

**Software:** CICS, VSAM, MQ Series., Java , Message Broker

1. **Project(s)/Team Name:** Bank Investment Accounting – IOE Migration

**Client Name:** Bank of New York Mellon

**Duration:** 7 months

**Team Size:** 6

**Domain:** Securities

**Description of the project**: SunGard is partnering with The Bank of New York Mellon (BNY Mellon) to support the migration of the Legacy Mellon books of business from the current Installed Invest One mainframe environment at BNYM to the ASP Invest One UNIX environment at SunGard.

As part of the new ASP environment, BNY Mellon requires Trades and securities that are received by (Invest1) Online via LU6.2 have to be replaced with MQ series for the Euro region as a part of this phase.

**Role:** Developer

**Responsibility:** Involved in analysis, Design and Development/Enhancement of impacted modules. Prepare Test Plans and conduct testing. Perform reviews and Code Walk with SME’s. Creation and maintenance of various quality documents.

**Software:** CICS,MQ Series, Message Broker, Java

1. **Project(s)/Team Name:** Norwich Union Life – Aviva

**Client Name:** Aviva

**Duration:** 20 months

**Team Size:** 4

**Domain:** Insurance

**Description of the project**: Aviva Life insurance is one of the most leading insurance companies in UK, having large number of policy holders. CCD is Central Sales and Marketing Databse for Norwich Union Life holding details of Customers & Potential Customers, contracts, agency and summary of policy holders. New Business information System processes data from different source system like contract administration and commission system.  
**Role:** Team Member

**Responsibility:** Involved in analysis, Design and Development/Enhancement of impacted modules. Prepare Test Plans and conduct testing. Perform reviews and Code Walk with SME’s. Creation and maintenance of various quality documents.

**Software:** COBOL, JCL, VSAM, Db2.

1. **Project(s)/Team Name:** Corporate Claims Processing System (CPS)

**Client Name:** Aviva

**Duration:** 16 Months

**Team Size:** 4

**Domain:** Insurance

**Description of the project**: Aviva Life insurance is one of the most leading insurance companies in UK, having large number of policy holders. CCD is Central Sales and Marketing Databse for Norwich Union Life holding details of Customers & Potential Customers, contracts, agency and summary of policy holders. New Business information System processes data from different source system like contract administration and commission system.  
**Role:** Developer

**Responsibility:** Involved in analysis, Design and Development/Enhancement of impacted modules. Prepare Test Plans and conduct testing. Perform reviews and Code Walk with SME’s. Creation and maintenance of various quality documents.

**Software:** COBOL, JCL, VSAM, Db2.

|  |  |
| --- | --- |
| **Personal Details** |  |

**DOB:** 12th April 1983

**Marital Status:** UnMarried

**Languages Known:** English, Hindi & Telugu

**Nationality:** Indian

**Permanent Address:** No:47, Krishna Sai Enclave, Miyapur, Hyderabad.