**ANUPAM SHRINGI** +91-9611997500 [ashringi@gmail.com](mailto:ashringi@gmail.com)

**Professional Experience**

**Customer Success Manager Fractal Analytics, Gurgaon** Apr ’16 to Present

*Role*: Responsible *for leading and delivering analytics projects for the customers and loyalty analytics practice.*

*Key highlights:*

* **Helped** a US based bank identify customers which are likely to migrate from doing cash transactions to debit cards and identified optimized campaign offers and qualifying criterion to make the loss making campaign profitable by $2 Million.

**Customer Success Manager Capillary Technologies, Hong Kong/Bangalore** Sep ’15 to Mar’16

*Role*: **Manage and front end** multiple retail clients in Hong Kong and later Bangalore, design campaign strategy and develop analytics insights*.*

*Key highlights:*

* **Capture** real time customer data and understand purchase pattern and customer buying behavior. Segment customers set for a targeted communication. Thus ensuring higher ROI of up to 5x (hit rates)
* **Increase** product penetration through up-sell and cross – sell using propensity modeling. Reduce churn by targeting lapsed customers using insights from lapsation analysis and churn modeling
* **Identify** new business opportunities; explore avenues beyond retail where the in-house technology can be leveraged.

**Analytics Consultant Accenture, Bangalore/Hong Kong** May ’10 to Aug ‘15

*Role:* At Accenture, I was responsible for **solutioning and delivering analytics** projects to large clients in banking and insurance industries

*Key highlights:*

* **Led** a team of consultants in a pilot project for a Hong Kong banking client and over a period of 2.5 months delivered **a three times response rate** over the existing campaign using analytics driven marketing strategy. This led to a larger deal with the client.
* **Supported and converted** multiple proposals and business development activities with **Accenture MDs** and interacted with **CMOs and CIOs** of large financial organizations to understand business problems and developed solutions.
* **Managed a team of analysts to deliver analytics driven Campaign Launch and design for large insurance client for a year:** Multiple cross sell and up sell propensity models were built to identify the customers who are most likely to buy certain insurance products. A long term marketing strategy was developed for each segment and segment owners assigned to achieve target KPIs.
* **Delivered** valuable marketing insights by analyzing billions of credit card transactions per day **using big data technologies** such as Hadoop, Hive, etc. for a **large US payment gateway provider in USA.** Helped the client in integrating the data from various sources such as web, airlines, hotel booking data which was used in developing specific geo-based digital marketing **strategies for hotels, banks, insurances and airline businesses.**
* **Higher Online Traffic and online closure increase:** Built a set of predictive models in order to drive higher traffic and **1.8 times** the usual conversion on client’s website to achieve online sales targets for that year. Advanced statistical models that predict the propensity of online renewal and cross sell were built for motor and health insurance customers.

**Business Analyst, Marketing Analytics Ugam Solutions, Mumbai** Jan ’09 to May ‘10

*Role:* Part of a unique Product Application Support team, which was designed for resolving all sorts of research based questions about the product and the process of our client and help them gain insights to make a Business decisions.

*Key Highlights:*

* **Investigated data discrepancy issues**, manage survey changes and do special analysis with the data
* **Created a repository** for analyzing the Questions and Responses Data of a Survey: This technology will enable the creating and editing the Surveys rapidly, and foresee the downstream changes and impacts in the survey.
* **Dataset Preparation** for a leading FMCG organization: Retrieved the required data from across a distributed and broken set of the raw datasets, using SAS macros.

**Business Analyst, Marketing Analytics Adventity, Mumbai** Jul ’08 to Jan ‘09

*Role*: Perform business analysis, segmentation for retail and credit cards industry using analytical tools such as SAS, SPSS and VBA.

*Key Highlights:*

* **Portfolio Segmentation and Profitability Analysis:** Segmentation analysis on transaction, billing, card characteristics, demographic etc. of credit cards for a leading South East Asian bank using Statistical Analysis Software (SAS) to increase activation**, increase spend by 15% and increase acquisition in Tier II cities**
* **Behavioral segmentation and retail purchase analysis** – for a leading retail chain in India using SPSS on customer information, ROC level data, payment data to **increase spend** and footfalls through **optimizing the discount offers**

**EDUCATION**

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| --- | --- | --- | --- | --- |
| *Year* | *Degree/Certificate* | *Specialization* | *Institute/School, City* | *CGPA/ %* |
| 2004-08 | B. Tech. (H) | Civil | **IIT Kharagpur** | 7.36 / 10 |
| 2003 | Class XII (CBSE) | - | DAV School, Kota | 78.2 |
| 2001 | Class X (CBSE) | - | Vidhyashram, Jaipur | 81.2 |