# BIGIL
# GEORGE

## ASSISTANT MANAGER

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LOCATION | New Delhi, INDIA

EXPERIENCE | 1 Year 4 Months

## Key Skills

- Natural Language Processing
- Machine Learning
- Python
- SQL
- Power BI
- Excel
- Advanced Excel
- Data Analysis
- Qualitative Research
- Data Modeling
- Data Visualization
- Data Manipulation
- Tableau
- R Program
- Time Series Analysis
- KPI Analysis
- Clustering

## Certification

- Microsoft Certified: Data Analyst Associate

## Languages

## Profile Summary

A results-driven data analyst with 1.4 years of experience in finance and IT sectors, adept at leveraging Excel, SQL, Python, Tableau, and R to extract actionable insights. Seeking opportunities to apply analytical expertise and contribute to impactful projects within a dynamic and innovative environment.

## Work Experience

### Assistant Manager
Kotak Mahindra Bank
02/2023 - 12/2023

- Managed a pivotal role at Kotak, overseeing the management, research, and publication of customer care data to ensure seamless daily operations of customer service nationwide. Implemented data wrangling techniques to optimize data readiness for daily processes. Additionally, orchestrated the manipulation and cleansing of foreclosure and TNPS (Transactional Net Promoter Score) data for dissemination to authorities across India. Collaborated with product heads and VPs to comprehend product landscapes, establish KPIs, and ensure product sustainability through SWOT analysis, customer analysis, sales performance analysis, and branch and channel sales analysis. Utilized Excel and Power BI to execute these tasks effectively.

- Assumed the role of Team Leader for the Login team, responsible for spearheading the initial phase of the loan process. Directed a team of 10-15 individuals spanning Delhi, Noida, and Gurgaon. Oversaw the tracking of accepted dockets, updating loan customer details on Salesforce, and

- English
- Hindi
- Malyalam
- French

## Social links

ensuring meticulous verification of documents. Conducted FI/RCU and Technical evaluations. Played a key role in the disbursement project at the onset of each month.

- Engaged as a vital member of the retention team, entrusted with networking with priority clients to comprehend their inquiries, encompassing topics such as ROI, top-up, and potential escalations, handling each with sensitivity to preserve goodwill. Diligently circulated pertinent data to team members and dedicated weekends and the beginning of each month to work on foreclosure/retention data.

**Research Analyst**
interlynx systems
02/2022 - 06/2022

Employed as a Research Analyst at Interlynx System, a US-based firm with a subsidiary in India, specializing in lead management techniques to facilitate seamless business operations for manufacturers and distributors by addressing friction points in working relationships. Key services included Sales Lead Management, Rebate Management, Quote Management, Point of Sale & COGS Management, and Inventory Management to enhance market analytics and sales performance.
As a Research Analyst, conducted comprehensive research on companies using D&B Hoovers CRM and Map system. Analyzed and segmented data, integrating critical research findings essential for Account Managers. Consistently researched and processed 300-400 leads daily to support effective decision-making and business development strategies.

## Internship

suvidha foundation, 31 Days

## Education

**BCA - Computers**
2020
Guru Gobind Singh Indraprastha University (GGSIU)
Grade - 6/10

**12th**

2014

CBSE , English
Grade - 60-64.9%

## 10th
2012

CBSE , English
Grade - 60-64.9%

## Projects

### Relationship and Data Merging using Tableau
4 Weeks

While working on this dataset, I was able to unravel several questions and was able to visualise then on my dashboard. The questions include:

What books are the most popular? The least popular? Is that based on sales, reviews, checkouts, or another metric?

Who was the youngest debut author? Who was the oldest?

Do some publishing houses seem to specialize in any way?

What was the longest time between editions of the same book?

Are there any seasonal trends for sales? What about checkouts? Do any titles or genres have seasonal fluctuations?

Are there any correlations between checkouts, print run size, book review ratings, and sales volume?

Do the authors who spend the most time writing have the most successful books? Do they have the highest page count?

When are most books published? Are there any

anomalies?

Are there any trends for genre, format, and price?

What sort of distributions do the ratings have? Do those distributions vary by book? By genre? Do they seem to align wit

## Advanced data exploration/ Cluster Analysis using Tableau
4 Weeks

The following analysis attempts to cluster different states from similar kinds of crimes using K-means clustering in Tableau.
To understand the crime data better, I decided to try and take a logical step towards creating cluster-based analysis from a state-wise crime dataset and mapping the crimes to the states where their occurrence was high. To investigate patterns of crime and help inform responses.
Here are few of my insights for my data exploration using this data.
California though was a single state had the highest crime rate.Southern states like Texas and Florida which come under cluster 4 have the highest number of property crimes and thefts. Cluster 1 has 31 states like Utah, Montana, Oregon, etc. which is more than the half of states of the USA but the crime rates are quite less compared to other states. One conclusion taken out from this is as these ain't the financial states like California or New York, so they have comparatively less population and fewer crimes.

## RFM analysis using R
4 Weeks

RFM analysis usually helps marketers visualize and quickly identify important customer segments. The dataset I worked on is London jets. London Jets Hockey franchise facing low sales.Management planning to sell off.Mediocre results from high budget ad Campaign. After implementing the RFM analysis I came to a marginal conclusion that: Business customers constitute 17.6% of the

customers in the database. The ratio of male to female customers is 1.9:140.3% of customers purchased tickets in 2001, the most recent year.
The recommended conclusion would be:
Best Customers: We can Reward them for their multiple purchases. They can be early adopters to very new products. Suggest them "Refer a friend".
Lost Cheap Customers: Send them personalized emails/messages/notifications to encourage them
Loyal Customers: Create loyalty cards in which they can gain points each time of purchasing and these points could transfer into a discount.

## Data Manipulation/ Advanced Data manipulation using DPLYR in R
4 Weeks

The nycflights dataset is a collection of data pertaining to different airlines flying from different airports in New York City (NYC), also capturing flight, plane, and weather-specific details during the year 2013. The data was collected into these five different branches. This method of collecting data helps us to work on individual aspects of the whole large dataset and also we can combine together multiple aspects to do some complex data analysis. In this project we see several histograms of departure delayed time with different binwidth to extract much information. We notice that the smaller the binwidth is, the finer the detail is. Whereas we see the histogram for arrival delayed, check the distribution with summary statistics for a different carrier. DL and UA carriers are tied for having the most variable arrival delays because their interquartile ranges are tied for the highest at 22.00. We have tried to visualize the relationship between airlines' average speed and distance

## Market Basket Analysis using R
2 Months

I am going to use the Apriori algorithm to perform a Market Basket Analysis. A Market what? Is a technique used by large retailers to uncover associations between items. It works by looking for combinations of items that occur together frequently in transactions, providing information to understand the purchase behavior.
For this purpose we created a dataset in excel by adding all the cosmetics in the market. We have reviewed some statistical concepts (support, confidence, lift and conviction) to select interesting

rules, we have chosen the appropriate values to execute the algorithm and finally we have visualized the resulting association rules.

## Association Rule Mining using R
4 Weeks

The dataset I worked on for Association Rule Mining was CLV. Customer value or Customer Lifetime Value (CLV) is the total monetary value of transactions/purchases made by a customer with your business over his entire lifetime.The dataset includes sales between 01/12/2009 - 09/12/2011.
In this project, the years 2010-2011 will be examined. The product catalog of this company includes souvenirs.
The vast majority of the company's customers are corporate customers.
To conduct Association mining I'd to convert the variables into categories.Then we reviewed some statistical concepts (support, confidence, lift and conviction). Chose the appropriate values to execute the algorithm and finally we have visualized the resulting association rules.

## Cluster analysis/Association Rule Mining using R
4 Weeks

In this case study we used a lending club dataset Wherein I will explore various relationships between loan amount and status with certain variables. From the marketing perspective, we use association rules analysis to identify certain customer groups to advertise different loan products to. And as part of the risk management prospects, we cluster customers into multiple groups with different risk profiles so that the company could better understand its customers behaviors in the future. And lastly, we compared different classification model, including linear discriminant and random forest, for a more accurate
prediction. If we combine LDA and Random forest for prediction. From RF Model we can take out. Recall and from LDA we can take out precision. By joining both models, we can better predict the probability of borrower will default or not and based on that we can build customer risk profile or create various risk management strategy.