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## CM Shanmugapriya B.COM, MBA (Great Lakes - Post Graduate program with specialization in Data Science & Analytics)

### Data Science and Analytics project in MBA

- Business Analytics using Python tool through performing Exploratory Data analysis (EDA) using models like Exponential Smoothing models, Regression, Native Forecast & Simple Average models. **(A grade rating)**
- Tableau projects undertaken using Data visualization tool to communicate information to Management in Charts, Bar graphs etc. which was got **A+ rating** and was widely appreciated by teams
- Machine Learning projects and its applications solving the business problem with the support of KNIME Analysis, splitting test & train data (20:80) performing EDA. With building Linear Regression Model. Appreciated with **(A+ rating)** by the team.
- Managed (Financial Phrase Bank) to perform the Sentiment Analysis on the data. Using Association Rules Techniques. Awarded with **(A + Rating)** much appreciated by the team.
- Capstone Project on Customer Churn Prediction performed with EDA- Univariate/Bivariate/Multivariate. Used Data cleaning and Pre-Processing Approach treating outlier treatment. Building various models for validation like Random Forest in KNIME Analysis. Received **(A+ Rating)**

### Rewards and Certificates for the Exceptional Performances



## Customer Success Support Excellence

Have 7+years of experience in banking and financial services in sales and marketing.

- Troubleshooting tough client calls using analytical and quick business handling skills
- Monthly & Weekly targets presentation at an executive level meeting
- In-depth knowledge of CRM – Salesforce
- Proactive in customer relationship building
- Improve client retention and identifying selling opportunities to grow the customer portfolio
- Attention to long term goals, driving adoption, delivering value and ensuring ROI
- Interact with customers to ensure they're receiving the tools and support needed to achieve their goals
- This includes follow ups on key customers decisions and onboarding.

## Work Experience

### Standard Chartered Global Services

07/2012 – 01/2014

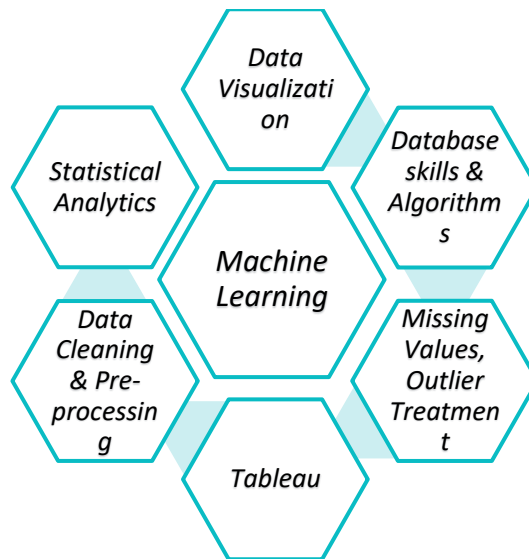
- Develop Sales Strategies and approaches for various product and services
- Presentation of dashboard regards to product benefits to the clients
- Maintain Excellent relationship with clients through superior customer service
- Track market developments, create strategies, set up plans, and maintain customer relations
- Create product Marketing communications objectives
- Performance rating was consistent as 1 rater in all the appraisals
- Completed the targets on time before the deadline
- Handled team projects such as Personal Loans and retention process

### Citigroup

06/2006- 12/2011

- Develop Healthy Customer relationship
- Enhances Customer training
- Evaluates and Analyzes Customer needs
- Builds trust and transparency with clients
- Onboard new clients
- Encourage customer to upgrade their products
- Promotes customer Loyalty
- Collecting customer feedback and closing feedback loops
- Mapping customer success journey to spot and remove friction
- Liaising with the sales team to understand the customer needs
- Liaising with the marketing team for better user insights
- Managing churn and increasing customer retention

## Technical Skills



- Interpretation of different Machine Learning models used to predict the best accuracy percentage.
- Models used for testing – Classification models including Logistic regression Predictor, decision tree, Random Forest, Gradient boosted tree predictor.
- Exploratory data analysis (EDA) approach to analyze the data using visual techniques.
- Hands on project experience in analyzing EDA time series data, Exponential smoothening models
- Classification based model using Knime, Model validation and Text analysis

## Data Science projects PGPEXM

- Projects – Analyse flight delay problem dataset, Sentiment analysis on Financial phrase bank dataset by performing EDA on the data, data split into Train and Test data and Build classification models and interpret the model results into meaningful data for Management.
- Financial analysis of Company's P&L, Balance sheet report through understanding the Financial Position by using the Language detection, Name entity recognition, extract top key phrases by extracting Uni-Gram features by performing pre-processing.
- Forecasting wine sales for ABC estate wines company by exploratory data analysis to understand the data and also perform decomposition.
- Visualized car claim insurance by using data visualization tableau