

VIDYA MANDAVA

DATA DRIVEN STRATEGIST

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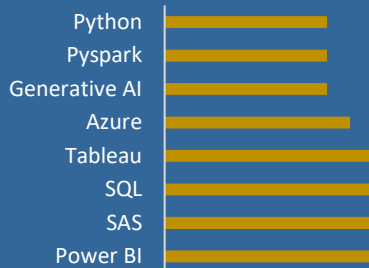
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Pune, India

SKILLS

Technical Skills



Leadership Skills



CERTIFICATIONS



Advanced Data Analytics
program from IIM
Ahmedabad



Women Entrepreneurs
program

- Google certified Project Manager
- Certified Tableau Desktop Specialist
- Microsoft certified Azure AI Fundamentals
- Generative AI fundamentals from Google cloud skills boost
- Introduction to LLMs from Google cloud skills boost
- SAS certified Base programmer

SUMMARY

As an experienced **data science and data analytics** professional with 12 years of industry experience, I have had the opportunity to work across diverse industries including **Fintech, Retail banking, Commercial banking** and **Insurance**. With a strong techno-functional background, I possess a demonstrated track record in developing complex models and leading teams of data scientists and BI professionals.

My skills in data analysis and modelling combined with my leadership and management experience have helped me to effectively drive data-based decision-making and identify key insights to improve business outcomes. With a proven ability to work in fast-paced and challenging environments, I am highly adaptable and consistently deliver quality results.

EXPERIENCE

Bajaj Finserv - Senior Lead

(10/2017-Till date)

As the team leader at BajajPay, I oversee a group of data scientists and business intelligence professionals, enabling operations, service & sales compliance stakeholders to make data-driven decisions.

Our focus is on using advanced analytics techniques and cutting-edge technologies to extract valuable insights from large data sets.

We have implemented robust data infrastructure and analytics systems, providing real-time access to critical business metrics through interactive dashboards and reports.

Through collaboration with cross-functional teams, we address business challenges by designing and implementing data science solutions.

Our projects have optimized resource allocation, improved customer segmentation strategies, and developed predictive models for fraud detection and risk assessment. Effective communication and stakeholder management are integral to our success, ensuring tailored solutions that align with strategic objectives, driving operational efficiency and customer satisfaction through data-driven decision-making.

Our work has resulted in tangible improvements in business performance, leveraging the power of data to inform and drive impactful outcomes.

Glimpse of projects worked –

- **Sales compliance Risk Profiling** – Developed dashboards for the Sales Compliance team at Bajaj Merchant app to identify sales fraud conducted by the sales team. Implemented continuous data analysis techniques to identify patterns and catch true positive cases, reducing the burden on the sales compliance team. The dashboards provided actionable insights and helped in reducing mis-selling of QR codes to merchants.
Contributed to improving sales compliance and risk profiling processes, ensuring adherence to regulatory requirements.
Enhanced efficiency and effectiveness of the Sales Compliance team by enabling proactive identification and prevention of sales fraud.

- SAS certified Advanced programmer
- SAS certified Data integration developer
- ChatGPT for beginners from Coursera

- **QR Logistics** – Led the automation project for end-to-end logistics of BajajPay QR, covering the entire process from order placement to vendor delivery and activation at the merchant's location.
Developed an automated system that streamlined and optimized the logistics workflow, reducing manual effort and improving efficiency. Implemented features to track and monitor order status, vendor coordination, and activation process at the merchant's place.
Integrated spillage calculation functionality to accurately measure and manage inventory losses during transportation and delivery.
This automation initiative enhanced operational effectiveness, reduced errors, and ensured a smooth and timely delivery of BajajPay QR codes to merchants, ultimately increasing merchant satisfaction & activation.
- **3in1 app Reviews & Ratings** – Led a project focused on extracting Google Play Store reviews for the Bajaj Finserv app and classifying them into payments and other business categories using NLP & Keyword based classification models. Conducted sentiment analysis on the collected reviews to understand the Voice of the Customer (VOC). Developed a comprehensive dashboard to visualize and provide insights on the app's reviews and ratings. This project enabled informed decision-making by identifying trends, customer sentiments, and areas of improvement.
- **Email classification** – Classification of emails on real time basis using SVM model.
- **High Propensity to Escalate** – Classifying customers based on service history & appography info into High /Medium
- **Social Listening** – Crawling reviews from socialmedia on Bajajpay to understand customer voice.
- **BI projects** – Developing dashboards on Customer Service, Merchant Service, Merchant onboarding, QR Logistics, Merchant Service etc.,
- **Analytics projects** – Moratorium, ZBB, NPS

TATA CONSULTANCY SERVICES – Assistant Manager

(08/2016 – 10/2017)

Individual contributor assisting US commercial bank in building data warehouse & BI dashboards in Tableau

PNB METLIFE – Manager

(04/2015 – 08/2016)

- **Mortality Analysis for Actuaries** - Automated entire process of mortality analysis (A/E calculation) for Acturial team which saved lot of time for team and improved quality.
- **Contactability analysis** – Campaign analysis of both SMS & Email to identify non contactable customers to get updated details & increase customer reach. Automated reports to track weekly reachability which further increases the campaign performance.
- **Fraud analytics** – Identify high risk customers & sales force based on pincodes

7N INDIA Pvt. Ltd – Senior Software Engineer

(03/2013 – 04/2015)

- **BD-FAKTA** – Consolidated dashboards for 13 Denmark banks built on SSRS.
- **AML (Anti Money Laundering)** – ETL job built based on business logics given to identify suspicious transactions.
- **Credit Risk data analysis** - Analysis of involved risk in every vertical of a bank Mortgage, Accounts, Customers, Collaterals, Real Estate. ETL jobs built on SAS DI studio .

ACCENTURE SERVICES PVT. LTD. – Data Analyst

(30/01/2012 – 21/03/2013)

- **Credit card Campaign analysis (Merchant Marketing)** – Analysing campaign performance for merchant marketing team for American express credit cards.
- Automated standard procedures using SAS macros & standard procedures.

NNE PHARMAPLAN – Quality Analyst

(04/07/2011 – 31/12/2011)

Part of validation team