ERAM KHAN

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Professional Summary: *Data Analytics professional with ~10 years of experience driving business impact across Asset Management, FinTech, and Retail Tech. Adept at leveraging advanced analytics, NLP, and BI for sales, marketing and operational efficiency, while mentoring teams and aligning analytics roadmaps with leadership priorities.*

WORK EXPERIENCE

HSBC ASSET MANAGEMENT

AVP, Digital Innovation   Apr 2024 – Present | Bangalore, India

- Built an AI-driven lead ranking engine by parsing S&P500 sustainability reports and balance sheets, benchmarking against HSBC product offerings; Identifying ~50 new leads leveraging text mining & entity recognition.
- Automated competitor and market intelligence reporting using LLM-driven abstractive & extractive methods to distill differentiators and emerging trends from unstructured data sources (analyst reports, news feeds, earnings transcripts). Partnered with third-party vendors to scale the solution, reducing analysis lead time by 48 hours.
- Developed lead conversion probability model that improved prioritization for institutional sales, for pipeline worth $227M using logistic regression, k-proto clustering and predictive modelling.
- Implemented RAG-driven framework to link portfolio data with major macroeconomic events, uncovering cross-asset trends and stress-testing resilience under market shocks enabling faster portfolio rebalancing.
- Led development of interactive dashboards to visualize 50+ processes for 6 business functions, track risk, and monitor efficiency KPIs, enabling leadership to identify bottlenecks and proactively mitigate compliance risks.

Manager, Data Analytics   Feb 2021 – Mar 2024 | Bangalore, India

- Developed a dynamic Data Quality framework using anomaly detection ensuring consistency across globally consumed datasets at HSBC AM reducing exception management cycle from 10 days to close to real time.
- Designed a project-prioritization framework for 150 projects and 50 teams to allocate organizational bandwidth effectively; onboarded 100+ users on platform for optimized cross-team capacity utilization.
- Developed Email Classification and Task Management tool for Client Business team parsing 1000+ emails per day and allocating relevant tasks on JIRA.
- Led development of automation solutions and onboarded external tools, reducing manual workload by 27FTE.

PAYTM MONEY

Senior Analyst   Jul 2018 - Feb 2021 | Bangalore, India

- Built a centralized BI ecosystem, integrating Redshift and Google Analytics, cutting reporting turnaround by ~100%. Established the data analytics function from scratch by hiring and mentoring new team members.
- Expanded user base to 1.5M+ and lifted conversions by 5% by designing a user lifecycle model (New-to-industry vs. Experienced investors) and optimizing frequency of personalized nudges.
- Segmented Investors based on user demographics & investment pattern using k-proto clustering recommended long term action plan for each cluster. Resulting in increased cross-selling and better response to new features.
- Analyzed user journey using Google Analytics to provide actionable insights and recommendations followed by quick experimentation via A/B testing. Improved funnel conversions by optimizing icon placement.

CAPILLARY TECHNOLOGY

Business Analyst   Oct 2017 - Jul 2018 | Bangalore, India

- Developed efficient CRM strategy for multiple brands based on product preferences and seasonal trends using k-means clustering, RFM segmentation and R/L analysis.
- Built store-CRM performance scorecard based on repeat purchases and assessed cannibalization impact of new stores using geo-spatial sales mapping, enabling data-driven expansion & inventory management decisions.
- Developed tier-based loyalty framework for a top footwear brand, redesigning customer points allocation and redemption mechanics to enhance engagement and profitability, increasing actively loyalty members by 12%.
- Partnered with brand marketing teams to build high-ROI (2.5-3x) loyalty campaign calendar by predicting customer response likelihood from historical buying patterns.

MU SIGMA BUSINESS SOLUTIONS

Trainee Decision Scientist   Jun 2016 - Sep 2017 | Bangalore, India

- Built weather-based sales forecasting model for a major retailer, applying bi-variate analysis and normalization to determine extent of correlation, optimizing ads and significantly increasing CTR.
- Designed SAP Hana based data model for D3 web application for Sourcing and Profitability Tracking, enabling sourcing team to take procurement decisions impacting sales worth $50bn.

EDUCATION

Master of Science in Analytics	**Bachelor of Engineering**
Georgia Institute of Technology (2023)	Army Institute of Technology, Pune (2016)

PROFESSIONAL SKILLS

- **Domain Knowledge**: Marketing Analytics, Customer Loyalty, Retail Analytics, Financial Services
- **Analytics & Modeling**: Predictive modeling, Churn, Segmentation, AI/ML adoption, Experimentation Design, Hypothesis Testing, Generative AI (reporting, unstructured data analysis), Process Optimization
- **Data Analytics Tools & Platforms**: SQL, Python, R, PySpark, Tableau, Google Analytics, Biguery, Redshift

ACHIEVEMENTS

- AI Ambassador, *HSBC Asset Management, 2024*
- Lean Six Sigma Green Belt, *Georgia Institute of Technology, 2023*
- Selected for entrepreneurship workshop CREATE-X, *Georgia Institute of Technology, 2022*
- HSBC Recognition (Gets results the right way) Awarded by SVP, Global Data and Analytics, *HSBC 2021*
- Rock Star Award'20 Awarded by HOD, *Paytm Money, 2020*
- Paytm Annual Award 2018-19 Awarded by *One 97 Communication, 2019*
- Rock Star Award'18 Awarded by HOD, *Paytm Money, 2018*
- Recommended for Officers Training Academy, All India Rank-16, *Indian Armed Forces, 2016*
- Recipient AGIF Scholarship, *Army Insitute of Technology, 2012-2016*
- Winner, Campus Commune Case Study, *ZS, 2015*

CERTIFICATIONS

- **MIT on Edx, Statistics and Data Science Specialization**- Probability, Machine Learning (Linear models, Deep Learning), Fundamentals of Statistics, Data Analysis in Social Science. *Credential ID: a238bca596564d55b85c380d4a7edc77*
- **University of Illinois, Managerial Economics and Business Analysis Specialization** - Inferential and Predictive Statistics for Business, Firm Level Economics, Country level Economics. Credential ID: LV9KS3LJV3VA

PROJECTS AND PUBLICATIONS

ESG Certification (2023), *Georgia Institute of Technology, ISYE 6748*
Developed for Stibo Systems to empower subject matter experts by providing a user-friendly interface to navigate through relevant ESG certificate requirements. The system can evolve over time based on feedback.

Social listening to identify Cryptocurrency Trends (2022), *Georgia Institute of Technology, CSE 6242*
Traditional money market volatility is generally controlled by central authorities or intermediaries based on a monetary policy to ensure economic stability. This project attempts to reduce uncertainty in cryptocurrency investment by modelling external factors along with investor's sentiment reflected on social networking platform.

COVID 19 Market Volatility (2020), *Paytm Money*
Estimated the extent of correlation to assess the impact of COVID19 and Market Volatility on key user metrics and changes in investment behavior. Identified key customer profiles and offerings to focus, resulting in sustained growth of new investors and 20% increase in Lumpsum investments.

Environment Friendly line of Menstrual Hygiene Products Geographical Expansion (2021), *University of Illinois*
Developed product launch strategy by identifying key areas for expansion, determining most impactful factors to be advertised like affordability, environmental consciousness based on market understanding, investment environment as well as consumer tastes and preferences.

Survey on Image Fog Reduction Techniques (2016), *Army Institute of Technology*
A survey on image processing techniques. Published in International Journal of Computer Science and Network ISSN - 2277:5420

Mechanical Movement Aid to Nerve Damaged and Parkinson's (2015) *Army Institute of Technology*
This paper proposes a novel method of using external helping mechanism for increasing interactivity of human arm for paralytic patients. Published in IEEE, 4th International Conference on Communication and Signal Processing

VOLUNTEER EXPERIENCE

- Mentor, Georgia Tech MENTIE program (Sep 2025 - Present)
- Online UN Volunteer, UNDP (Jun 2021 – Present)
- Volunteer, ActionAid India (Sep 2020 – Jan 2021)
- Volunteer, Youth for Seva (YFS) (Mar 2018 – Apr 2019)
- Volunteer, Environmental Synergies in Development (ENSYDE) (Mar 2018 – Jun 2018)