**SUMMARY**

**PERSONAL:** His outlook towards life is that “Always have Positive attitude with inner peace and gratitude to spread vibrant atmosphere”. In his free time, he likes to travel and watch TV. He loves watching cricket and news.

**PROFESSIONAL:** Suki has12 years of overall experience in delivering optimal results & business value in high-growth environments with a successful track record of delivering on/before time and within budget.

He has 6+ years of experience in Data Science and Project management with hands on experience in conceptualizing, developing, implementing solutions & partnering closely with business leaders, various stakeholders & senior level executives. He is a motivated & goal driven person with strong work ethics, continuously striving for improvement coupled with good administrative aptitude with an eye for detail & commitment to offer quality work. His career highlights are:

* Rich experience in working closely with client top and middle management on Consulting and Analytics projects
* Worked across industry domains (Health tech, Manufacturing, Banking, Retail, ec.,) on implementing Analytical models to provide client value proposition
* Worked in strategy and project management for Market research industry that includes deliverables management, KPI Scorecards, Process automations etc.
* Build delivery methodologies, project documentation, process framework etc related to Advanced Analytics Offering to support sales & solutioning
* Support Sales Teams and participate as a Subject Matter Expert in the Deal Solutioning / RFI / RFP response
* Has worked across analytical platforms like R, Azure ML and SAS EG
* Acquired knowledge of SQL across databases MS SQL and Oracle.
* Good experience in onsite and offshore co-ordination and Handling big teams.
* Passion for new technologies, excellent technical and trouble-shooting skills

**TECHNICAL SKILLS AND PROJECT METHODOLOGIES**

* Advance Analytics Tools:
  + Base R, R-Studio
  + SAS Enterprise Guide, SAS Enterprise Miner
  + Python
  + Power BI
* Advance Analytics Deployment:
  + Azure ML
* Database:
  + MS SQL
  + Oracle
* Operating System:
  + Windows XP & Above

**Education Qualification**

|  |  |  |  |
| --- | --- | --- | --- |
| **No.** | **Degree / Branch of Study** | **College/University** | **Year of Passing** |
| 1 | Master’s Program in International Business | PSG Institute of Management, India | 2005 |
| 2 | Bachelor of Science. Applied Sciences-Computer Technology | PSG College of Technology, India | 2002 |

**Certifications**

|  |  |  |  |
| --- | --- | --- | --- |
| **No.** | **Name of Institution** | **Certificate** | **Year** |
| 1 | SAS Institute | SAS Certified Predictive Modeler using SAS Enterprise Miner 13 | 2015 |
| 2 | Johns Hopkins University on Coursera | Getting and Cleaning Data | 2015 |
| 3 | Johns Hopkins University on Coursera | R Programming | 2016 |
| 4 | Johns Hopkins University on Coursera | Exploratory Data Analysis | 2016 |
| 5 | Microsoft Virtual Academy | Data Science and Machine Learning Essentials | 2017 |
| 6 | Microsoft Virtual Academy | SQL Database Fundamentals | 2017 |
| 7 | Microsoft Virtual Academy | Hands-On with Azure Machine Learning | 2017 |

**ADVANCE ANALYTICS EXPERIENCE**

**Leading consumer goods company – Analytics Consultant**

**Technologies: Excel, R and R Shiny**

**Roles and Responsibilities**

TAPE (Ticket Analysis & Predictive Engine)

* Exploratory analysis, Word clouds using Text mining techniques
* Classifying the Incidents based on the phrases in Incidents summary using Topic Modelling techniques to classify the incident types.
* Volume Forecasting for the Incident types using time series models.
* Deploy the model as a web application created using R Shiny.

**Solar company in USA – Analytics Lead**

**Technologies:** SQL, R and Power BI

**Roles & Responsibilities:**

Customer Analytics & Campaign Effectiveness

* Consulted and delivered Analytical solutions on targetable customers for sales pitch based on campaign CRM data.
* Evaluate the effectiveness of campaign based on the historical data.
* Closely worked with client campaign and marketing team to help them understand customer behaviors for effective campaign management.
* Client engagement, Data processing and Modelling.

**Leading Health-tech Company – Analytics Lead**

**Technologies:** Salesforce, Excel, R and Power point

**Roles & Responsibilities:**

* To Study the behavior of Technology adoption, Market share & Sales trends within homogeneous accounts/customers through Clustering & Exploratory analysis.
* Data Mining, Processing and Modelling activities to build Marketing analytics models, e.g. Next Best Action, Impact of Integration etc.
* Derive Insights and recommendations by understanding the focus areas of the business to drive Technology adoption and Market share of the business to drive sales.

**Leading Health-tech Company: Analytics Consultant**

**Technologies:** SAP, Excel, R and Power point

**Roles & Responsibilities:**

**Business Case Models with Pricing strategies for new product launch**

* Designed the Process flow for data modelling and built the Framework for the model with different datasets as inputs.
* Built Time Series models using decomposition methods to forecast Sales trends.
* Sensitivity Analysis: Estimate the sensitivity for the key factors/drivers that impacts NPV, Cash flow and rank accordingly.
* Dynamic Scenario Analysis using “What If Analysis” - to provide overview on the cash flow for different scenarios.
* Pricing Strategies with projections of outcome in each pricing strategy.

**Manufacturing Company:** Analytics Consultant

**Technologies:** SQL, R, Azure ML

**Roles & Responsibilities:**

* To forecast the future trends in Sales to enable Production and Inventory Planning.
* Data preprocessing, Exploratory analysis and built Time Series models using decomposition methods.

**Leading Consumer Goods Company:** Analytics Consultant

**Technologies:** SPSS Dimensions, R, Tableau

**Roles & Responsibilities:**

* To analyze the survey data captured in SPSS and build correlation analysis for different attributes of the brand.
* Analysis of Campaigns (TV, Print and Other campaigns) to get insights on brand awareness and campaign performance.
* With Primary market research data as inputs, utilize R application to identify trends and relationships between different responses in the survey, draw appropriate conclusions and translate analytical findings to rank the different attributes of a Brand.