

Surendar Rajavijayan (Sura) Sundar

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PROFILE:

Data science graduate with good exposure in machine learning and statistics to draw meaningful insights. I am good at communication and storytelling with data. I am also proficient in Python, SQL, and Tableau

PROJECTS

The Vegas Project, Python(Numpy& Pandas), Excel, Tableau – UT Dallas Oct 2016 – Dec 2016

- Created a cross-database join of Yelp dataset with Tableau to build interactive dashboards using guided analysis, what-if analysis
- Measured the effects of restaurant's attributes and price on diner's rating using machine learning in Python

Expedia, Base SAS, SAS Enterprise Miner – UT Dallas Oct 2016 – Dec 2016

- Explored user data with four different prediction models to identify champion model with lowest misclassification rate of 10.1%
- Worked to reduce churn rate by isolating customers and analyzing them to improve customer conversion rate

European Soccer database, R, Excel, Tableau – UT Dallas Aug 2016 - Oct 2016

- Analyzed Man United's performance through visualizations and studied which player attributes are critical to team success
- Earned "Best project" of the term award for forecasting recruitment strategy using interactive dashboards

Barnes & Noble Vs Amazon, Base SAS, SAS Enterprise Miner – UT Dallas Aug 2016 – Oct 2016

- Built different customer analytics model(user segmentation) using Base SAS & improved NBD regression using interaction effects
- Developed a customer segmentation model to identify and target customers for Amazon

Yelp Dataset 2015, SAP HANA, Python (Numpy& Pandas) – UT Dallas Jan 2016 – May 2016

- Refined Yelp dataset using Python to transform 2.2MillionDe rows of raw data into actionable business insights
- Explored the dataset to investigate the effect of location on restaurant's rating and also proved the existence of trendsetters

PROFESSIONAL EXPERIENCE

TekLeaders, Dallas, Texas Jan 2018 – Present

Data Analyst

- Engineered analytical frameworks to measure team success: by defining success metrics in cross-functional teams, by revising approaches to track & evaluate data and creating common language KPI's
- Served as domain and product expert through data to empower teams in making data-driven roadmaps/decisions

Integra, Dallas, Texas Aug 2017 – Dec 2017

Data Analyst Intern

- Developed dashboards to identify key trends and helped to improve monthly forecasting accuracy
- Diagnosed slow running SQL queries using SQL Profiler and optimized them

Cognizant, Chennai, India

Programmer Analyst

Aug 2013 – July 2015

- Worked with cross-functional teams to define & execute A/B, multivariate tests for optimizing customer experience which maximized LTV
- Translated high-level business requirements into detailed functional and technical specifications, as well as identified KPI's
- Expedited data pre-processing using Python which reduced 20% of runtime & standardized it across the organization
- Evaluated underlying drivers and reported a statistical analysis of future performance for 5+ websites, presented an executive summary of actionable recommendations to senior management & clients
- Orchestrated training and guided three projects to deploy a new tool that saved \$100k worth of IT expenses annually
- Analyzed historical data to identify (& subsequent debugging) the cause for poor performing websites and designed A/B testing to investigate the hypothesis which improved the performance by 10%
- Engineered library management system using SQL in Oracle 9i

EDUCATION

M.S., Information Technology Management, *The University of Texas at Dallas* 3.48/4 May 2017

B.Tech., Information Technology, *Anna University, Chennai, India* 7.12/10 Apr 2013

SKILLS

Analysis Tools: MS Excel, Tableau, SAS Enterprise Miner, SAP HANA
Certifications: SAS Data Mining & BI, Google Analytics
Languages: Python(Numpy, Pandas, Matplotlib, sci-kit-learn), SQL, R, Java, VBA, C++, OBIEE
Databases: Oracle 10g, My SQL, MS SQL Server, MS Access, Datawarehouse
Machine learning: K-means, Naïve Bayes, Neural Network, Regression, Clustering, Decision Tree

LEADERSHIP EXPERIENCE & ORGANIZATIONS

Centre for Training and Placement, Anna University - *Placement Coordinator* Aug 2011 – Dec 2012

Parking and Transportation – Veteran, *Parking Enforcement Officer* Aug 2016 – May 2017