

Vineeth Babuvenkatesh

Data Analyst

Germantown, MD - Email me on Indeed: [indeed.com/r/Vineeth-Babuvenkatesh/c3f1123f3251e952](https://www.indeed.com/r/Vineeth-Babuvenkatesh/c3f1123f3251e952)

Willing to relocate: Anywhere

Authorized to work in the US for any employer

WORK EXPERIENCE

Data Scientist Intern

Avendra LLC - Rockville, MD - May 2017 to Present

Recruited as a Data Scientist Consultant to evaluate the new tools and technologies in the field of data science by means of exploratory analysis and test their applicability for Avendra's business. Lead a team of 2 analysts to identify the gaps in the current system and create various proof of concepts to tease the capabilities of data science to the executive board

- Customer Segmentation: Implemented unsupervised learning models like K-means and K-modes clustering to identify different hotel segments and analyzed their spending behavior to recommend new products. (R, Excel)
- Text Analytics: Identified the high impact words in email headers that contributed to the email open rate, by using techniques like N-gram and topic modeling. (Python, Excel)
- Time Series Forecasting: Identified the seasonality in customer's spending behavior using STL functions and forecasted the spends with ARIMA models. (R, Excel)

Data Analyst

Latent View Analytics - Chennai, Tamil Nadu - May 2014 to January 2016

Analyzed data from several surveys to determine the key perceptions that drive the sales of a product, enabling the marketing team to understand user expectations and suggest critical updates to products

- Utilized social media data to understand the buzz and sentiments around the client's products. This enabled the client to get real time updates about the product's performance in the market
- Established social media as an alternate to surveys by employing suitable text mining algorithms. It reduced the dependency on third party vendors resulting in cost reduction up to 2 Million Dollars
- Employed techniques like clustering and decision trees to study the characteristics of different B2B customer segments that are expected to churn in the near future. Identifying these segments helped in creating targeted campaigns for each segment

Data Analyst-Intern

- January 2014 to April 2014

Leveraged survey data to identify new market segments and their characteristics, by using CHAID analysis. It helped the client optimize their advertising spends based on segment characteristics and achieve 5% more recognition for their new campaigns

- Managed and automated dashboards that reported weekly and monthly product sales and advertising spends of different products across different countries

EDUCATION

Master in Business Analytics and Project Management

University of Connecticut School of Business - Hartford, CT

December 2017

Bachelor of Technology in Information Technology

PSG College of Technology - Coimbatore, Tamil Nadu

June 2014

SKILLS

Data Mining (2 years), Data Analysis (2 years), Analytics (2 years), R (2 years), Python (2 years), Excel (2 years), Tableau (1 year), Machine Learning (1 year), SQL (2 years)

LINKS

<http://www.linkedin.com/in/vineethraghav>

ADDITIONAL INFORMATION

TECHNICAL SKILLS:

- SQL, R, Python, Tableau, SAS JMP, Excel, Semantria, Hadoop (Hive, Pig, Nosql, mongodb, spark)