

# LAKSHMISH KUMAR C

**Technically Sophisticated, Data Professional**, with **over 14 years of rich experience** in solving business problems by exploring data, providing i insights, suggestions, decision drives and improvements in Banking, Retail & Pharma domains



+91-9535801183



lakshmishkumar@outlook.com



www.linkedin.com/in/lakshmish-kumar-c-lead-analytic-consultant



## PROFILE SUMMARY

- A persuasive & influential professional with strong exposure in supporting the project management activities and providing business intelligence, data analytics, metrics, and reporting; expert at implementing analytics & predictive analysis techniques, collecting & interpreting data, analyzing results, reporting the results back to the relevant members of the business
- My role as a Lead Analytics Consultant involves collaborating closely with executive management, ensuring data-driven approaches align with overarching business objectives.
- Expertise in discussing key business objectives with stakeholders, building internal analytics modeling IP and accelerators, and providing insight into what business users are in search of and would these business initiatives prove profitable
- Proficient in extracting, transforming and organizing the data into datasets, using tools like SQL, MSBI, Alteryx and validating the results by benchmarking them against historical data collected by the business users
- Leading and delivering multiple projects related to Transition, Optimization, Insight/Innovation, Business Intelligence and Visualization & Automations
- Understanding the client's business, interpreting sector trends, and learning leading practices as well as front-to-end data analysis process • Executing the Extract, Transform, Load (ETL) steps, including: assessing client's datasets, identifying missing data, correcting errors, and loading into the appropriate platforms
- Gathering, synthesizing, and analyzing data using appropriate tools and technologies; operating comfortably with several data analysis and visualization technologies • Interacting with colleagues and clients of varying backgrounds to effectively serve clients
- Skills in benchmarking the newly developed solutions based on the project proposal document and presenting the result to business leaders; ensuring that business solutions can be implemented in production by the client



## CORE COMPETENCIES

Business & Data Analytics	<div><div></div></div>
Process Transition & Transformation	<div><div></div></div>
Analytics Project & Portfolio Management	<div><div></div></div>
Requirement Gathering & Analysis	<div><div></div></div>
Data Management & Analysis	<div><div></div></div>
Data Quality Management	<div><div></div></div>
Business Intelligence	<div><div></div></div>
Data Visualization & Modelling	<div><div></div></div>
Data Optimization & Innovation	<div><div></div></div>
Reporting & Automations	<div><div></div></div>
Team Management & Leadership	<div><div></div></div>



## SOFT SKILLS

Strategist & Planner	<div><div></div></div>
Innovator & Motivator	<div><div></div></div>
Problem-solving & Decision-making	<div><div></div></div>
Communicator	<div><div></div></div>
Root Cause Analyst	<div><div></div></div>
Analytical	<div><div></div></div>



## TECHNICAL SKILLS

Data Analytics & Visualization Tools	SAS, Tableau, Google Analytics, Power BI & Python, Azure, AWS
Database Tools	MS SQL Server, Teradata, Teradata
Business Intelligence Tools	Aster, Oracle & DB2
	Alteryx, SSIS, SSRS & SSAS



## EDUCATION

2008	<b>Bachelor of Engineering (EEE)</b> JNNCE, Visvesvaraya Technological University, Shimoga, Karnataka
2011	<b>Post Graduate Diploma In Marketing Management</b> Karnataka State Open University, Mysore, Karnataka

## CAREER TIMELINE





## WORK EXPERIENCE

Since Jan'17

**Lead Analytics Consultant with Wells Fargo India Pvt. Ltd., Bangalore**

### Key Result Areas:

- Working as a part of Enterprise Marketing Team and assisting the Data Management Team in understanding the cross-LOB functions and business metrics to build Data Marts to meet the analysis needs of Marketing Measurement & Marketing Execution Teams
- Facilitating the provision of KPIs, Analyzed Return on Marketing Investment (ROMI), Digital Customer Experience metrics and generation of reports to be used at the highest levels of executive management to make decisions for all units
- Leading and delivering multiple projects related to Transition, Optimization, Insight/Innovation, Business Intelligence and Visualization & Automations
- Understanding the client's business, interpreting sector trends, and learning leading practices as well as front-to-end data analysis process
- Executing the Extract, Transform, Load (ETL) steps, including: assessing client's datasets, identifying missing data, correcting errors, and loading into the appropriate platforms
- Gathering, synthesizing, and analyzing data using appropriate tools and technologies; operating comfortably with several data analysis and visualization technologies
- Interacting with colleagues and clients of varying backgrounds to effectively serve clients

Nov'15 – Jan'17

**Assistant Manager with Ipsos Research India Pvt. Ltd., Bangalore**

### Key Result Areas:

- Collaborated closely with various clients and third-party data providers to discover a variety of data sources available within the client's environment and third-party sources, and matched available data to the key business questions of the engagement
- Steered the transformation of data from unstructured, disparate and decentralized to structured and harmonized through a rapid data modelling and integration process
- Spearheaded a distributed team of data analysts and data processors to build robust, repeatable data integration procedures
- Directed the development of techniques and processes that ensured the quality of the integrated data
- Monitored the project milestones and metrics
- Contributed to the development of a knowledge base of best-practices for data sourcing and data integration across a wide variety of industries



## PREVIOUS EXPERIENCE

Jul'13 – Oct'15

**Data Management Analyst with Target Corporation, Bangalore**

May'12 – Jun'13

**Senior Analyst (SME) with Wipro Ltd., Bangalore**

May'10 – Apr'12

**Software Engineer with Theorem India Pvt. Ltd., Bangalore**

Jan'09 – Apr'10

**Trainer with Sandur Polytechnic, Bangalore**





## ACHIEVEMENTS

Conferred with Team Excellence Award at Wells Fargo in Feb'20

Bagged the Above and Behind Award at Wells Fargo in Mar'18

Presented with Innovation Award at Target Corporation in Nov'14

Acknowledged with Technology Expert Award at Wipro Ltd. in Oct'12

<div>PROJECT HIGHLIGHTS</div>	
<div><div>Title:</div><div>Digital Customer Experience (DCX)</div></div>	
<div>Problem Statement:</div>	<div>Data, Analytics and Reporting platforms were not interconnected, leading to both discrepancies in data and connecting keys. Required to develop a holistic full funnel view (dashboard) that spans the entire customer journey and path: from traffic source to booked accounts. Card and its related products therein will serve as a Proof of Concept in concert with parallel workstreams being conducted by the multiple Marketing teams, as well as our vendor partners.</div>
<div>Solution:</div>	<div><ul style="list-style-type: none"><li>The end goal was to have a best-in-class reporting visual layer that is both interactive and dynamic, steady state (always on and accessible), and easily consumed by any and all stakeholders that seek such reporting</li><li>Performed data modeling development of ETL using SAS and Teradata Aster Command (ACT) tools</li><li>Managed the development of tableau dashboard</li><li>Implemented data quality monitors and provided data quality monitors dashboard</li></ul></div>
<div>Highlight:</div>	<div>Increased in the confidence of customer regarding the product</div>
<div><div>Title:</div><div>Return On Marketing Investment (ROMI)</div></div>	
<div>Problem Statement:</div>	<div>Data scattered in different platforms and individual reports by LOB<ul style="list-style-type: none"><li>Created proficiency to capture, measure and track required data elements across all LOBs for metric calculation and build single data &amp; reporting platform to provide insights on Return on Marketing investment across all LOBs</li></ul></div>
<div>Highlight:</div>	<div><ul style="list-style-type: none"><li>Unified approach to Common Metrics calculation and reporting Comprehensive view of marketing outputs from single channel and multi-channel campaigns</li></ul></div>
<div><div>Title:</div><div>Innovative Solution</div></div>	
<div>Problem Statement:</div>	<div>Unstructured, big data and multiple file formats</div>
<div>Solution:</div>	<div><ul style="list-style-type: none"><li>Collaborated with clients and partners to identify and fill the process gaps</li><li>Incorporated standard process and templates in the data integration process</li><li>Managed the data modeling and developed ETL Packages using SSIS and automated to handle multiple formats and big data files</li><li>Implemented Data quality checks and validation as per the client's requirement</li></ul></div>
<div>Highlight:</div>	<div><ul style="list-style-type: none"><li>Improved data Preprocessing big data and multiple formats files. Standardizing process, templates and quality checks improved the datasets quality, which in turn helps in providing quality insights to client's product</li></ul></div>
<div><div>PERSONAL DETAILS</div></div>	
<div>Date of Birth</div>	<div>: 18<sup>th</sup> August 1985</div>
<div>Address</div>	<div>: #43, New Bel Road, Bangalore 560054</div>
<div>Languages Known</div>	<div>: English, Hindi, Kannada &amp; Telugu</div>
<div>Passport No.</div>	<div>: L2723496</div>