

Harish Morekonda

Online Portfolio

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Proactive problem solver with extensive experience working on descriptive and predictive analytics. Proven track record of extracting valuable insights from data and converting them into high-impact strategies. Motivated and hard-working professional who focuses on high-leverage activities that increase the capacity of the whole team.

EXPERIENCE

American Credit Acceptance Risk Management, Auto Finance - Greenville Area, SC

Data Scientist - Senior, September 2019 - Current

- Identified opportunities and implemented loan pricing strategies that increased annual profit by \$2.8M. Designed and owned A/B tests targeting high profitability loan pools
- Substantially increased penetration in new channel by introducing a segmented credit risk model. Maintained price elasticity, bringing in \$10M revenue and \$1.4M profit
- Engaged regularly with executives and department heads to receive approval and buy-in for novel implementations
- Developed predictive models to determine delinquency rate. Explored different approaches and improved MAE by 30% Solved additional business problems by incorporating influence variables to the model to conduct what-if analyses
- Took proactive initiatives to improve the codebase that generates \$1.4B annual revenue. Eliminated technical debt and modularized the code to support future growth. Reduced code length by 3X, slashing implementation times by 300+ hours
- Brought massive transparency improvements to black-box processes by developing tools that reduced analysis time by 80%
- Started and lead weekly meetings with the team and conducted sessions on advanced Risk concepts Coached junior analysts, clarifying the Whys behind the Whats and ensured completion of team responsibilities

SAP Enterprise Software - Bangalore, India

Business Process Consultant, August 2015 - March 2018

- Analyzed cross-functional business processes and designed end-to-end applications to improve operations and strategies
- Extensively worked on data retrieval and analysis using SQL and ABAP, enabling descriptive analytics for customers across industries and geographies
- Engaged with global clients and coordinated across multidisciplinary teams to deliver 6 multi-million dollar projects successfully
- Prepared a trend-setting estimation matrix to evaluate effort and cost of SAP landscape transformations Supervised the team that prepared the analysis reports for 25 clients
- Senior on-site representative at a leading cosmetics company in Los Angeles, CA Managed a team of 3 and engaged with leadership for effective and successful closure of go-live phase

SKILLS & TOOLS

Data Wrangling, Business Intelligence, Visualization, Probability, Inferential Statistics, Hypothesis Testing, ANOVA

Machine Learning, Regression, Classification, Random Forest, Gradient Boosting, Neural Networks, PCA, Clustering, ARIMA

R, RShiny, RMarkdown, tidyverse, Python, NumPy, pandas, scikit-learn, SQL, Tableau, git, OOP

EDUCATION

Master of Science in Business Analytics, University of Cincinnati, GPA - 3.8

CINCINNATI, OHIO - AUGUST 2018 - AUGUST 2019

Bachelors in Instrumentation Engineering, Amrita University, First Class

COIMBATORE, INDIA - AUGUST 2011 - MAY 2015

PERSONAL PROJECTS

Linear Modeling vs Machine Learning - A Study of Employee Attrition

- Compared logistic regression models against modern tree-based and boosted ensemble machine learning techniques
- Applied supervised classification models on the imbalanced IBM employee attrition dataset with an emphasis on specificity
- Accurately predicted the attrition of 80% of the employees using random forest - bit.ly/mrhn-LMvML

Investment Property Recommendation

- Created an interactive R Shiny app that recommends best zip codes to invest in for short term property leasing
- Calculated the break-even period based on median housing values provided by Zillow and the daily rentals of listings in Airbnb
- Plotted the zip codes on a map with the ability to choose based on principal/interest/breakeven - bit.ly/mrhn-invest

K-Means Clustering - A sparse version of PCA

- Explored the idea of Principal Components being the continuous solutions to discrete cluster membership of K-Means
- Grouped European countries based on employment data and matched it against their matrix factorization - bit.ly/mrhn-kmeans