ASHWATH NARAYANAN

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OBJECTIVE

Looking forward to work for an elite organization where I can identify numerous opportunities to make use of my strengths and technical expertise to the best of my abilities.

EDUCATIONAL QUALIFICATION

Year of completion	Course pursued	School/University	Percentage Secured
2013	B.Tech (Industrial Biotechnology)	SASTRA University, Thanjavur	CGPA-8.62
2009	Class 12 (CBSE)	P S Senior Secondary School, Mylapore, Chennai	91.6%

WORK EXPERIENCE

- Decision Scientist Trainee at **Mu Sigma Business Solutions Ltd.** - July 2013 to Jan 2014
- Senior Business Analyst at **LatentView Analytics Ltd.** - Feb 2014 to Feb 2016
- Associate – Digital Analytics at **Psiog Digital Ltd.** – Sept 2016 to present

PROJECTS WORKED ON

- **Social Media Analytics**

  ▪ **Campaign analytics -** Independently came up with an algorithm to identify the top ranking social media (marketing campaign) posts which earn the maximum interactions from customers based on likes, comments and shares and assign scores to them. The project was a huge success and significantly reduced the non-working campaigns by 30% when it was adopted by the client

  ▪ **Text Mining Tool** - Worked with a team to build a lexical engine, based on the Cosine Clustering model and the Naïve Bayesian Classifier model to classify tweets and Facebook posts into specific defined themes in accordance to the problem statement. This method is equivalent to text mining and helped the clients to understand their customer base better through their social media interactions

  ▪ **Converted Pilot Projects** - Worked on 2 pilot projects which were based out of the above mentioned lexical engine developed for text mining. Got an opportunity to work with 2 varied verticals like the healthcare industry and the Food manufacturing Industry. Both the projects were a huge hit and got successfully converted into long term engagements.

- **Recommendation engine**

  - Worked on a project to bridge the gap between online and offline sales of accessories attached to main products sold by the client. Used Apriori algorithm to find associations between products and accessories based on sales data, and built a recommendation engine which would suggest combinations to be placed together with the main products on the online site in order to increase sales. The results were adopted and gave a 9% increase in online sales of accessories in the subsequent quarter

- **Dashboards**

  - **Sales Forecast Reports** - Worked extensively on Tableau software to create Dashboards and generate reports for a retail client. The dashboards tracked various KPIs which were useful in forecasting their sales.

  - **Financial Budgeting Reports** – Working on a tool called Prophix which specializes in financial planning and budgeting, for a mid-tier ecommerce firm.

  - **Campaign marketing analytics** - Created several Tableau and Excel based Dashboards for tracking performances of organic posts on Facebook and Twitter and the engagements they generate from each campaign.

TECHNICAL SKILL SETS

- Expert in Microsoft Excel
- Worked on SQL extensively
- Created numerous Dashboards on Tableau and ProPhix
- Trained in SAS
- Trained in R-Studio

PROFESSIONAL and ACADEMIC HIGHLIGHTS

- Awarded the "Encore Award – September 2014" at Latentview Analytics which is an award given every quarter to the best performer in the company. It was given for independently developing an algorithm which ranks social media posts based on the interactions
- Trainer for several new joinees in latentview analytics for Excel, SQL and personal skills
- Was given the Indian Academy of Sciences (IAS) Fellowship in 2011 to go and work as a research assistant in a reputed institution for 2 months
- Dean's Lister for two continuous years (Top 10% ranks of Students in College for the years 2010 and 2011)
- Department subject topper in Microbiology and Pharmacology during the 4th Semester.
- Successfully completed three elective courses (3 credits each) apart from the regular syllabi in college namely – Marketing research, Finance for Engineers and Business Analysis for Engineers

EXTRA-CURRICULARS

- A prominent and upcoming young performer Classical Carnatic Music in all the leading Organizations in India, North America, UAE, etc.
- Winner of several awards and recognitions for Indian Classical Music
- "B-high" graded artiste for Classical music at the All India Radio, Chennai