SHREENIVAS SHAMRAO CHANNA

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Available for Immediate Joining.
Past CTC 16 LPA.

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*Aspiring to work with an org. of repute that offers a challenging career opportunity in **Analytics** where I can carve a niche for myself and effectively contribute towards the organization's targets & aspirations.*

PROFILE & STRENGTHS

➢ Customer & Mktg. Analytics, Social Media & Web Analytics, Data Mining & Visualization, Modeling & Scoring, MIS & Dashboard, Process Automation, Project Mgmt.HR Analytics.
➢ Project Industries-FMCG, Banking, Hospitality, Healthcare, Ecommerce, Automobile etc.

PROFESSIONAL & EDUCATIONAL ACCOLADES

➢ **FRM (Financial Risk Management) cleared,** 2011
 Conducted by GARP (Global Association of Risk Professionals Inc.), USA.
➢ **MMS (Master of Management Studies)-Marketing**, 2007
 Sydenham Institute of Management Studies (SIMSREE), Mumbai University.
➢ **B.E (Bachelor of Engineering)-Production,** 2003
 M.H. Saboo Siddik College of Engineering, Mumbai University.
➢ **HSC-Science**, 1998
 Wilson College, Mumbai University.
➢ **ICSE**, 1996
 Christ Church School, ICSE Board.

IT EXPOSURE

➢ *Tableau/Power BI:* Data Discovery and Visualization Tool.
➢ *Statistical Analysis System (SAS)* -Cert. in Base & Advanced SAS Programming, SAS 9.
➢ Intermediate exposure in R programming -Model Creation, Data Preprocessing etc.
 (E.g., Logistic Regression, Multiple Regression, Decision Tree etc.)
➢ *Office Automation:* Excel, Word, Power-Point.
➢ *MSSQL-* Basic querying exposure (no project implements).
➢ *SM2, Radian6:* Social Media Monitoring and Analytics tool.
➢ *Site Catalyst/Omniture:* Capturing and reporting tool for online and website traffic.
➢ *Alterian Marketing Suite:* Customer Engagement and Analytics Software.
➢ *QlikSense & QlikView:* Beginner exposure through self-learning (no project implements).

RECOMMENDATIONS/AWARDS

➢ Recommendation from Global Head Analytics in Minacs.
➢ Awarded in Cartesian Consulting for exceptional work of analytics process automation.

PROFESSIONAL DEVELOPMENT

1. **Narang Access Pvt Ltd.** *(Food & Beverages Co.)*
   Manager Business Analyst & Analytics   *since 28th Jan 2019 to 2nd Jan 2020*
   Key Accountabilities

   ➢ Design and development of daily, weekly & monthly sales reports and dashboards.
   ➢ Automation of reports & dashboards in Excel and Power BI.
   ➢ Adhoc reporting and analysis as per stakeholder requirement.
   ➢ Successful tracking & analysis of campaigns & programs (e.g. Yes V Can Program) for distributors.
   ➢ Incentive programs tracking and analysis for Sales executives and Sales representatives.
   ➢ Tracking report creation & distribution for Trade Sales (TS) & Financial Sales (FS) on daily basis.
   ➢ Monthly management reports circulation (CEO dashboard) which tracked Finance, Sales & SCM KPIs for different channels namely GT, MT, ON across regions.
   ➢ Trade Marketing incentive program tracking & effective analysis for distributors and retailers.

2. **Capgemini Consulting India Ltd.** *(Strategy & Transformation Consulting)*
   Sr. Consultant (Analytics)   *since 23rd May 2017 to 4th Jun 2018*
   Key Accountabilities

   ➢ Worked on IMRG (Interactive Media in Retail Group) UK reporting and analytics project.
   ➢ IMRG project involved creation and distribution of comparative performance analysis reports of UK online retailers in different sectors viz a viz the industry performance.
   ➢ Conducted classroom and online training in python pandas coding for Mumbai & Bangalore teams.
   ➢ Development of an excel based data anomaly detection tool in the IMRG project.
   ➢ Project managed partially transition of IMRG analytic process to Microsoft Azure Cloud Solution.

3. **General Mills India Pvt Ltd., Mumbai** *(FMCG Co.)*
   Consultant (Reporting & Analytics Services)   *since 28th Mar'16 -23rd Sep'16*
   Key Accountabilities

   ➢ Tableau tool subject matter expert for analytics and business intelligence.
   ➢ Develop capability in the org. on usage of technology for analytics and business intelligence.
   ➢ Research and development activity to explore new avenues of technology to aid analytics.
   ➢ Provide consulting and SPOC for technology serving analytics and business intelligence.
   ➢ Explore new technology to serve analytics needs of the organization

4. **Minacs Ltd., Mumbai** *(KPO)*
   Manager (Analytics & Business Intelligence)   *since Oct'14-Nov'15*
   Key Accountabilities

   ➢ End to End Project handling from business objective understanding to presentation.
   ➢ Manage data gathering, pre-processing, statistical modelling, reporting & insight generation.
   ➢ Conceptualization & creation of data visualization reports & dashboards using Tableau tool.
   ➢ Predictive Analytics & statistical analysis using R programming.
   ➢ Text Analytics & Natural Language Processing (NLP) of textual data using R programming.
   ➢ Creation of POC for new analytics project acquisition-New Business Development.
   ➢ Training & Mentoring of junior analyst & for clients.

5. **BlueOcean Market Intelligence Pvt. Ltd., Mumbai** *(Data Analytics & Market Research Co.)*
   Sr. Analyst   *since Dec'13-Aug'14*
   Key Accountabilities

   ➢ Worked in Web Analytics & exposure on Social Media Analytics Projects.
   ➢ Creation of MIS Report and Dashboards and Graphical Representation of Data.
   ➢ Catering to client's adhoc reporting request apart from delivering on weekly reports.
   ➢ Analyzing and presenting data using tools like Excel, Site catalyst, Tableau, MSSQL and Radian6.

6. **Cartesian Consulting Pvt. Ltd., Mumbai** *(Research, Analytics & Consulting in Marketing)*

Sr. Data Analyst   *since Mar'11-Oct'13*

Key Accountabilities

➢ Customer & Marketing Insight Analytics, Data Mining & Analysis, Modeling & Scoring, MIS &
➢ Dashboard Creation, Process Automation, Campaign Management.
➢ Customer Segmentation & analysis to find potential customers for cross selling & up selling.
➢ Scripting and automation process to ensure smooth running of the various projects.
➢ Report creation for further analysis and study for different clients.
➢ Setting up process for ETL work.
➢ Integral part in setting up and installation of Alterian analytics software.
➢ Helped the organization in the growth of the portfolio of tools.

7. **ICICI Prudential Life Insurance Co. Pvt Ltd, Mumbai**

Customer Service Manager   *since May'07-May'09*

Key Accountabilities

➢ Branch operations management including client servicing and underwriting.
➢ Leading a team of operation personnel.

PROJECTS

➢ **"Yes V Can" Program:**
 Program tracking & analysis to incentivize distributors and increase Financial Sales (FS).

➢ **IMRG (Interactive Media in Retail Group) UK:**
 Sectorial Analysis of online retailers in UK.

➢ **LG Electronics Analytics:**
 Mktg. insights through analysis of transaction, profile & survey data.

➢ **Cancer Treatment Centers of America:**
 Creation of reports & dashboards to analyze reports consumption across org.

➢ **Minacs HR Analytics:**
 Creation of employee attrition prediction model.

➢ **Lenovo Web Analytics:**
 Analyzing & Reporting, the traffic that is coming on the Lenovo Website.

➢ **Chipotle Social Media:**
 Analysis & presentation of comments from social media platforms.

➢ **BPCL MIS & Dashboard:**
 Providing insights on their Petro bonus Card.

➢ **Dominos India Campaign Mgmt.:**
 Campaigns Mgmt. & reporting.

➢ **RBC (Royal Bank of Canada):**
 Objective was Sales Conversion forecasting & Sales Improvement.

➢ **TJSB Bank Operational Effectiveness Analysis:**
 Creation of dashboards & reports to analyze the operational effectiveness of New business forms.

➢ **ICICI Home Loans:**
 To find potential members to give free tablets by data analysis.

➢ **KAYA Clinic:**
 ETL process to ensure error free data loading for subsequent analytics work.

PERSONAL PARTICULARS

Language Proficiency	:	English, Hindi, Marathi and Telugu.
Passport No	:	J1615706
Passport Expiry Date	:	10/05/2020
Date of Birth	:	11/08/1979

Shreenivas Channa

Manager Analytics & Business
Intelligence

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Linked in.

1 person has recommended Shreenivas

"Shreeni in my team is quite meticulous & enthusiastic in his work. He has developed
proficiency in data mining & analysis using advanced statistical concepts. I found him
with a good project management skill & fondness for learning new technology &
concepts. I wish to see him as SME in Digital Analytics space."

— **Madhumita Ghosh**, *Global Head - Analytics, MINACS ANALYTICS*, managed Shreenivas at
Minacs Pvt. Ltd.

Contact Shreenivas on LinkedIn