

GOPALA KRISHNAN K

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Chennai, IN

Senior Analyst - Consulting & Analytics Professional

MBA & 8+ years of experience in consulting and data analysis for presentation of credit and risk. 3+ years experience in business analytics. Certified Data Science Professional & Senior Analyst possessing analytical acumen in statistical modelling to solve key business problems.

Proficient in working with multiple algorithms and techniques such as linear and multivariate regression. Experience in deploying these algorithms to create products that have a direct impact on the bottom line of the organization.

TECHNICAL SKILLS

Statistical & Machine Learning Skills

- Model development, Validation, Testing and implementation
- Linear Regression, Logistic Regression, Decision Tree,
- Multivariate regression, Random forest
- Unsupervised learning using K-means clustering and hierarchical clustering
- Data visualization in R using ggplot2 for interactive graphs

Languages: R, SAS, SQL

Platforms: Windows

RDBMS Tools: MySQL

CERTIFICATIONS

- Certified Business Analytics (R & SAS) Professional | Edvancer
- Certified Data Analyst using SQL | Edvancer

PROFESSIONAL EXPERIENCE

Market Realist

Senior Analyst

Chennai, IN | Oct '14 - Aug '18

Market Realist is a provider of institutional investment research and analytics

- Involved in team and stakeholder management
- Provided advance **analytical solutions for marketing campaigns** for banking products in order to increase sales
- Deployed credit risk modelling for banking products using **R programming and SAS** in order to reduce credit default
- Experience in usage of different analytical techniques, like segmentation, predictive modelling, hypothesis testing etc.
- Expertise in business analytics and statistical modelling
- Commodity research and advisory
- Domain knowledge in BFSI, Telecom, and Real Estate sectors

Key Achievements

- Increased sales through effective **analytical solution by 100%**
- Decreased loan default ratio by **10%** by targeting low risk customers
- Reduced** the software cost for the commodities team by **75% annually (USD 100,000)**
- Automated data updation process** which **saved 30% man hours annually of commodities team**
- Received the **Top Performer Award** in 2016 and 2017

Olam Information Services Limited

Assistant Manager

Chennai, IN | 📅 May '13 - Oct '14

Olam has a revenue of USD 26 billion, employee strength of 35,000 and operating in 70 countries

- Involved in team and stakeholder management
- Price determination of commodities using statistical tools
- Conducted **data analysis** using Olam risk system for credit risk reporting for agricultural commodities traded across the world
- Undergoing credit risk analysis of the client based on the client's record
- Compliance with the company's credit policy

Key Achievements

- **Reduced** credit period by **30%** and increased cash flow by **10% annually**
- Improved credit risk reporting time by **50%**

Accenture Consulting

Analyst

Gurugram, IN | 📅 Aug '11 - May '13

Accenture has a revenue of USD 41 billion, employee strength of 459,000 and operating in 120 countries

- Conducted **Data analysis** using contract documents on credit period reduction to improve cash flow for **OPTUS**
- Contract management lead to cost savings of **USD 1 million**
- Involved in procurement intelligence and commodities research
- Interviewed stakeholders from global fortune 500 firms to gain an understanding of their strategies, objectives, and tactics to develop a comprehensive Corporate KOI dashboard across sustainable supply chain

Key Achievements

- **Reduced** credit period by **50%** and increased cash flow by **20% annually** for **OPTUS**

Beroe Consulting

Senior Analyst

Chennai, IN | 📅 Apr '10 - Aug '11

Beroe Inc is a procurement intelligence company

- Price determination of commodities using statistical tools like **SPSS**
- Commodity research

Key Achievements

- **Statistical models** had an **accuracy of 85%**

RECOGNITION

- Received the **Top Performer Award** among 50 analysts w.r.t **productivity** | Jan '17 & Jan'16 | Market Realist

EDUCATION

- **Master of Business Administration** - Finance | ISBM | May '07 – Jul '09
- **Bachelor of Engineering** - ECE | Anna University | Apr '02 – Apr '06

RESEARCH PUBLICATIONS

- [A Key Investor's Guide to the Crude Oil Market](#), '15
- US Natural Gas Market: [What Are the Key Fundamental Indicators](#), '16

ADDITIONAL INFORMATION

- **Languages:** English, Hindi, and Tamil