Rishikant Rajan

USA – B1 Visa

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Education

MBA	2009	IIM Kozhikode	Finance, Marketing	2.46/4.33
B.Tech	2005	IIT Kanpur	Electrical	6.9/10
Std 12	2001	Kendriya Vidyalaya No.1 Armapur, Kanpur	CBSE	80.20%
Std 10	1999	Kendriya Vidyalaya No.1 Armapur, Kanpur	CBSE	79.80%

Professional Experience   10 years 10 months

Near, Bangalore   **Sr. Data Scientist, Aug 2017 – Till Date**
                                                            Laid off due to financial reasons

- Built rules for predicting Gender and Age group for 17 countries based on app category, device type and make (Excel)
- Analysis on 1 month of RTB data – Distribution of users with no. of pings for ground truth, place category of pings
- Evaluated Gender/ Age group prediction models and created confusion matrix for 17 countries (Python, Spark)

MakeMyTrip, Bangalore   **Sr. Principal Data Scientist, Sep 2016 – June 2017**

- Comparison of existing internal SEM bidding model with Adobe's Media Optimizer (R, hive)
- Orders conversion report depending on user's search frequency from Omniture data (Hive)

Applift, Bangalore   **Sr. Data Scientist, Sep 2015 – July 2016**

- Fraud Prediction model using logistic regression in order to detect fraud ad requests. Deployed in platform with end to end automation. (Vowpal wabbit, Python, Spark, Pig)
- CTR Prediction for mobile ads using logistic regression model based (Vowpal Wabbit)

Fidelity National Financial, Bangalore   **Technical Architect, Aug 2015 – Sep 2015**

- Setting up the data science team

Symphony Teleca, Bangalore   **Manager - Data Scientist, Oct 2014 – Aug 2015**

- Improved accuracy of **Fault Prediction** for a premium car brand using over 1000 Diagnostic Trouble Codes and Data Identifiers which are generated through various sensors installed in the car. Implemented **Random Forest** and **Support Vector Machines** with features selected using **MRMR/ LASSO** and achieved better accuracy compared to initially implemented **Association Rules.**
- Documentation for the Self Learning Car feature implemented in Matlab, Simulink and Stateflow.

Groupon, Chennai   **Data Scientist, Apr 2013 – Oct 2014**

- Awarded as 'Emerging Leader' for the excellent performance.
- **Exponential smoothing based demand forecasting** to predict the number of vouchers (monthly) for UK, Germany, Netherlands, Poland and Sweden. Improved the earlier algorithm resulting and reduced the forecasting errors. (R, SQL, Excel)
- **Optimized the category mix** for the London, large and small markets in UK and gave recommendations for maximizing the deal value based on **Markowitz portfolio theory.** Also **developed a dashboard** in order to track the revenues, bookings and other key metrics for all the markets and categories (R, SQL, Excel)
- **Predictive modeling** to find out the **risky merchants** based on the refund rates for Poland using **Support Vector Machines** (R, SQL)
- Supported the Customer Services team and did the analysis on **First Time Resolution (FTR)** metric for the US market. Found the major drivers and gave recommendations to improve it. (Teradata, SQL, Excel)
- Extracted top 10 converting deals in every platform and category based on purchase and impression data (Hive)

Ford Motor Company, Chennai   **Senior Analyst, Apr 2012 – Apr 2013**

- Forecasting the industry shares using **Linear Regression** for various segments in North America region. Improving forecast accuracy by considering various macro-economic factors and recommendations to management for increasing the capacity against market risks in future. **(SAS, Excel)**
- Time series modeling using **ARIMA** to generate the forecasts for North America and US at Industry level. **(SAS)**
- Accuracy check for previous year forecasts at Industry, segment and Ford model level. **(Excel)**
- Study of **consumer behavior** and purchase trends and segment shifts. **(Mtab, Excel)**
- Regular interaction with the US stakeholders and presentations of the analysis.

LatentView Analytics, Chennai   **Senior Analyst, June 2011 – Mar 2012**

- Led a project on **demand planning and forecasting** for a multinational FMCG company. Improved accuracy of the forecasts using **ARIMA** modeling and reduced time for various reports and Holt Winter's model through excel automation. Also, responsible for client interaction and team deliverables. **(SAS, Excel, VBA, SQL)**
- Predictive modeling using **Logistic Regression and Decision Tree** for measuring the **incremental effect of marketing campaigns** for a leading manufacturing company of nutrition products in order to target the right customers. **(SAS, SQL, Excel)**
- Data mining and preparation for an online price comparison engine. **(SQL)**
- Analyzed corporate website through **Google Analytics** and gave recommendation

Everonn Skill Dev. Ltd., Chennai   **Asst. General Manager, Nov 2010 – May 2011**
                                                                        Laid off due to financial reasons

- **Product Management** for Student Management System (MIS) for data entry, monitoring and reporting of various projects i.e. NSDC, MoRD - SGSY, etc. Designed the **RDBMS** (E-R Diag.) and functionality of the application. Loading of data on server using **SQL and Excel**.
- Made the proposal for V-SAT enabled Expert Lectures, Soft Skills and Train the Trainer programs for different scenarios of 25, 42 and 404 Maharashtra Polytechnics. Also made the **costing and pricing model** of the project.

CAP Foundation, Hyderabad   **Senior Manager – IT Soln, April 2009 –Sep 2010**
                                                                        Laid off due to financial reasons

- **Project Management for CAP website, Job Portal and Social Networking portal**
  - SPOC for the vendor and responsible for deliverables and payments
  - Coordinated with payment and SMS gateways for purchase and integration to Portals
  - **Presented the portals** to funding partner, board members, top management and project management team
- **MIS Management**
  - Presented the MIS for **MoRD's** (Ministry of Rural Development) SGSY project at **NIRD.**
  - Generated **Ad-hoc reports** to management using **SQL queries and Excel** from all the MIS
  - Loaded the Student and Placement data on database and **ETL** using **Excel and SQL** commands
  - Conducted training for MIS managers, Center Coordinators, ITES facilitators on features and functionalities for NIRD and NABCONS (NABARD Consultancy) MIS.
- **Vendor management for e-Learning development**
  - Coordinated the technical and commercial bidding process for e-learning project.

Juno Online, Hyderabad   **Member Technical, July 2005 - June 2007**

Worked in the Billing-Development and Server-Development Teams
Led a team of developers for developing new billing transactions during merger with Classmates.
Developed new opcodes and **Billing System Interface** transactions, for the launch of new broadband deals **(C++)**
Modified **Event Viewer** transaction and made it error free and introduced many configurations to make it more robust, it is being used in extracting the events related to any account for a given period of time **(C++)**

- **Developed an Email-Search GUI** for the CRM team. The tool is used to search emails for Photosite customers for a given period of time and also searching the e-mail ids for any keyword. **(Java Swing, SQL)**

PGDM Summer Internship

IBM, Gurgaon   **SAP-CRM, Apr 2008 – Jun 2008**

- Report on **CRM implementation** of one of the IBM's client, Arla Foods, why they advanced it from old ERP system, MOVEX to SAP and what are its building blocks.
- Research of the **potential services**, which IBM can offer to the **Telecom Sector**. What are the services in which IBM can advance other than its current services of networking, protection and security? In this I looked upon various alternatives like revenue assurance, service assurance, electronic billing and payments, etc.

Projects

- Analysis of **merger of HDFC & CBoP** as part of Merger Acquisition and Corporate Restructuring course (2008)
- Project on **ratio analysis** for NTPC as a part of Financial Reporting and Analysis course (2008)
- Developed case studies on **Odessey** as part of Retail Management course(2008)
- Created an **Enhanced Index** as a part of Security Analysis and Portfolio Management course (2008)
- Analysis and synthesis of Instrumental sound signals using Fourier spectra as a part of B.Tech project in IIT Kanpur. Evolved a methodology for composing ring tones for Nokia handsets (2004-05)

Extra Curricular Activities

- Co-coordinator for the event Cosmos, Techkriti, IIT Kanpur
- Secretary in Nirmaan, Antaragni, IIT Kanpur
- Volunteer in the event The Mall, Antaragni, IIT Kanpur
- Participation in solo and group dance competitions, IIT Kanpur
- Participation in solo and group dance competitions, IIM Kozhikode

Awards & Achievements

- Statement of Accomplishment for **'Statistical Learning'** course from **Stanford**.
- **NCFM Certification** in Derivatives Market (Dealer) Module, 2008
- Received '**Excellent**' grade in "Data Structures and Algorithms" at IIT Kanpur, 2002
- 3rd rank in 3D animation contest at IIT Kanpur, 2003
- Rewarded for distinctive performance in 2nd National Science Olympiad in school, 2000

Other Information

- **Skills: Machine Learning, Python, Spark, R, SAS, SQL, RDBMS, Hive, Pig, MS-Excel, VBA, PPT**
- **Key Electives:** Financial Derivatives, Mergers Acquisitions and Corporate Restructuring, Financial Reporting and Analysis, Security Analysis and Portfolio Management, Strategic Financial Management, Consumer Behavior, Retail Management, Channel Management
- **Hobbies**: Interested in learning about the universe and its theories, solving mathematical puzzles. Also, like listening music, bike riding, cricket and table tennis.
- **Languages**: English, Hindi. **Native Place**: Kanpur, UP
- **Address**: K-944, Brigade Cosmopolis, 286, Whitefield main road, Bangalore – 560066.