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PROFESSIONAL SUMMARY

I have 16 years of experience in data analytics roadmap use cases, developing **Actionable Business insights visualizations dashboards,** and **Statistical Modeling. Predictive Modelling, Machine Learning, Deep Learning, Reinforcement Learning, Natural Language processing, Generative AI, Artificial Intelligence** and **Prompt Engineering** with the right solution for business problems and **storytelling** across **Healthcare, Retail, Banking, Marketing, Supply Chain,** and other industries and **technical expertise**.

SOFT SKILL HIGHLIGHTS

- ↗ **Analytical & Problem-solving**
- ↗ **High Business Ethics & Trustworthy**
- ↗ **Leadership & Delegation**
- ↗ **Decision-maker & Visionary**
- ↗ **Communication & Collaboration**

TECHNICAL SKILL HIGHLIGHTS

- ↗ **Python**
- ↗ **Pyspark**
- ↗ **R**
- ↗ **SAS**
- ↗ **SQL**
- ↗ **MLflow & AWS sage maker**
- ↗ **Big Data**
- ↗ **Kafka**
- ↗ **Hadoop**
- ↗ **Snowflake**
- ↗ **Databricks**
- ↗ **Power BI**

AREAS OF EXPERTISE

- ➢ **Analytics Department Setup**
- ➢ **Data Science and Analytics**
- ➢ **Collaboration and Deployment**
- ➢ **Leadership and Process Excellence**
- ➢ **Holistic Analytical Skills**
- ➢ **Modeling and Growth Impact**
- ➢ **Innovative Problem Solving**
- ➢ **Technical Proficiency**
- ➢ **Data Integration**
- ➢ **Data Visualization and Dashboard**
- ➢ **SMS Marketing through API**
- ➢ **Data Process Performance Tuning**

CERTIFICATIONS

- ↗ **Spark, Hadoop, and Snowflake for Data Engineering from Coursera March 2025**
- ↗ **Generative AI from Coursera March 2024**
- ↗ **Foundation for Big Data Analytics with SQL from Coursera April 2023**
- ↗ **Intermediate Relational Database and SQL from Coursera April 2023**
- ↗ **Analyzing and Visualizing Data with Microsoft Power BI from Sharper Software June 2022**
- ↗ **AWS Cloud Technical Essentials**
- ↗ **Pursuing Industrial Applications of AI and AWS Architect from Duke University**

ACCOMPLISHMENTS

✦ **Analytics roadmap**

✦ **Developed business use cases**

✦ **Data collecting cleaning validating and imputing**

✦ **Integrating data from different sources and Developed analytical DataMart**

✦ **Developing actionable business insights visualizations and dashboards**

✦ **Developing Exploratory Data Analysis**

✦ **Applying suitable AI/ML techniques to arrive at good prediction accuracy**

✦ **Developed ML,AI and GEN AI apps by using Streamlit**

✦ **Monitor and update the model's**

Accomplishments in a Quantifiable

✦ **Achieved software unit test Cases automation in PYSPARK and SAS when working for LTIMINDTREE**

✦ **Developed Forecasting Automation application with prompt engineering in PYTHON when working for LTIMINDTREE**

✦ **Achieved customized manual calculation product recommendation with sequence analysis (market basket analysis) in SAS when working at Boubyan Bank**

✦ **Achieved very good accuracy in classifying point-of-sale merchant names dynamically by using NLP in Python when working at Boubyan Bank**

✦ **Got an outstanding award for implementing customized complex random number and material code generation and Simon Pocock algorithm implementation in SAS when working in Cenduit**

✦ **Fine-tuned the existing decision tree model and achieved very good accuracy for the client Xerox when working at IBM**

✦ **Achieved very good accuracy in demand forecasting supply chain optimization project for BEML client when working in Vayam technologies**

PROFESSIONAL   EXPERIENCE

Roles across the Career:

• Analyzing business processes, requirements, client experience demands, user/client journeys, Data insights visualization, and predominantly data to assist with business decision-making.

• Providing technical and organizational leadership across multiple areas for the functional effectiveness of data science products

• Developing consultative partnerships with internal teams to understand their strategic objectives, key performance indicators, and reporting requirements

• Get Data from the required source into Power BI

• Developed Actionable business insights and visualizations by using **DAX** and **Power BI editor**

• Data Model is used to perform joining the dimension and fact tables based on common key

• Developed **slicers** with **cascading** and **top N filters** by **syncing slicers** with data as incremental refresh scheduled daily

• Publish the dashboard using Power BI as a service and save it in the workspace Developed by the One Lake data hub as a semantic model and report and grant permission to the relevant user

• Working across the spectrum of statistical modeling including **machine learning supervised, unsupervised, reinforcement,** and **deep learning t**o apply the right level of solution for a problem

• Developed **machine-learning apps, AI and LLM Gen AI apps**

• Developed **Credit Risk Models**

• Mentoring and guiding the Data Science Team in choosing the right machine learning approach and conducting evaluations and assessments of new tools and technologies to ensure that the team stays on the cutting edge of Strategic Analytics;

• Developed xgboost ml model for cross sell and upsell campaigns for the personal finance and credit card retail products

• Developed the insights by merchants based on point of sale to develop the offers to increase the revenue

• Developed Fraud alert based on Facebook and apple account

• Developed a Recommendation engine by using Market basket analysis

• Developed Generaive AI Chatbot

• Developed the **Next Best Offer** and user-friendly explanation for business stakeholders

• Classification of Merchant name derivation from visa/master card transaction merchant names by using the **NLP** technique

• Developing numerous univariate and multivariate statistical models, such as **Correlation, Regression, ARIMA,Moving Average, Exponential Smoothing,** and **LSTM RNN** forecast models for the Time Services data.

LTIMINDTREE

Principal Data Science/Engineering

May'24-Apr'25

Project: Scintilla Tool development for migration from SAS to Spark
Skills Used: Python, Spark, SAS and Databricks | **Environment:** Data Science & Analytics
Client: Thryve/Hsbc | **Domain:** Clinical/Banking

Project Description: Most of the leading banking clinical telecommunication retail supply chain management domain companies using award winner analytical tool SAS since long time. Now because of open-source tools development and user-friendly and good performance applications like spark, python R are available free in the market. Most of the companies are facing the problems of migrating the existing SAS code to python. clients like traveler, Thryve, Enact, Hsbc and so on facing the problem of more effort to migrate from SAS to spark. To overcome this problem started developing in house tool scintilla. And tested in so many clients got accuracy of 80 percent. So, this will help the clients to put little effort into this migration process.

Role:
- Developing the Scintilla tool to migrate from SAS to Pyspark
- Using common patterns and variations. Developed base SAS statistical procedures machine learning deep learning in SAS with equivalent code in Pyspark.
- This tool will help to reduce the manual effort from 75 to 80 percent.
- Developed Automated forecasting application with latest RNN LSTM amazon parquet ARIMA prompts in python
- Developed Customized Generative AI Lang chain google pro 1.5 chatbot for SAS to python/pyspark code conversion

Project: Enact migration from SAS to Snowflake
Skills Used: SAS and snowflake | **Environment:** Data Science & Analytics
Client: Enact | **Domain:** Insurance

Project Description: Migration of existing complex SAS logic to Snowflake and match the result

Role:
- Understand the Existing Complex SAS logic and create the reverse engineering document and flow chart
- Create the Equivalent snowflake logic and match the result
- Developed Machine Learning Model for identifying the bug in code during devops ci/cd pipeline

Boubyan Bank | Kuwait

Senior Specialist (Data Science)   **Oct'18 – Sep'23**

Project: Title Product Management
Skills Used: Python, R Studio, Power BI, SAS, and Sybase IQ | **Environment:** Data Science & Analytics
Client: Boubyan | **Domain:** Banking
Project Description: Boubyan Bank is a Kuwait Islamic bank, which was established in 2004. Provides a variety of banking services to individuals and corporate customers. The main activities of Boubyan Bank include accepting deposits, establishing investment funds, providing personal finance, and credit card trading in real estate. The Bank deals with all types of Islamic transactions

Role:
- Integrated data from different sources into the target with business rules and incremental load
- Contributed to the compilation of requirements with various teams, including Retail Products, Cards, Digital, andCorporate, and discussed business issues, data availability limitations, and expected output.
- Led Exploratory Data Analysis and visualization by deriving insightful insights Utilized the Apriori algorithm to generate significant association rules (Next Best Offer) and provided advice for inbound and outbound cross-sell campaigns
- Led Customer segmentation for cross-sell models such as personal finance, credit card, prepaid card, and probability default risk model utilizing machine learning technique
- Generated ad hoc intelligent lists, such as customer spend by merchant insights for supplying the offer and the prime customer with first manpower allowance to target for salary account campaigns through SMS and Direct Call
- Developed Probability Default Credit risk Model
- Employed an **NLP** technique to classify the merchants who provided the offer
- Employed a **Hugging face DistilBertClassifier** NLP technique to perform sentiment analysis
- Developed GEN LLM AI chatbot app to perform question and answer on customer loan pdf invoices by using RAG
- Developed GEN LLM AI chatbot app to perform Next Best Offer recommendation to the customer
- Utilized image reorganization to prompt the of application to examine the absent signature by using CNN. Prepared PowerPointaccording to business requirements for discussion with the relevant team and business stakeholder

Tech Mahindra Bengaluru   **Jul'16 Oct'18**

Advanced Analytics

Project Title: Generators failure Prediction (Jul'16 – Jan'17), Bengaluru | **Skills:** Used R Studio **Environment:** R |
Client: Mahindra | **Domain:** Manufacturing
Project Description: Mahindra is India's leading diesel generator set manufacturing brand. Mahindra wants to find the failure of the generator based on predictors like grid line current active power

Role:
- Directed data cleansing and validation imputing missing values;
- Developed Logistic regression, decision tree, and random forest Backed up and enhanced the SVM model
- Developed sentiment analysis for UP100 project

Cenduit Bengaluru

Senior Statistician   **Dec'12 - Jun'16**

Project: Title Data Control, Bengaluru | **Skills Used:** SAS Base, Macros, and SQL Query | **Environment:** SAS9.4 and Enterprise Guide 7.1

Client: Eli Lilly, Novartis, Merck Serono, AstraZeneca, Intarcia, Griffons, Zaria | **Domain:** Clinical

Role:
- Reviewed randomization and material list to ensure they met the specifications and/or randomization plan's requirements;
- Generated complex random numbers using procedures; **surveyselect, ranuni**, and **Plan** procedures in SAS; statistical component validation for Randomization
- Employed Regression Correlation, Time series, the white Noise Test, and Chi-square
- Contributed to the instruction of other functional divisions concerning statistical components

Mahindra Satyam, Bengaluru

Senior Analyst   **Mar'12 – Dec'12**

Project Title: 2 Marketing Analytics | **Skills Used:** SAS Base, miner, Macros and SQL Query **Environment:** SAS 9.2 and SAS Enterprise Miner **| Client:** Shoprite (South Africa) **| Domain:** Retail

IBM Global Process Services, Bengaluru

Data Analyst (Research & Analytics)   **Mar'11-Mar'12**

Project Title: 3 Invoice Collection Optimization | **Skills Used:** SAS Base, Macros & SQL Query **Environment:** SAS 9.1.3, SAP R/3, SAS Enterprise Miner **Client:** Xerox **| Domain:** Finance& Account

Project Title: 2 Campaign Tracking Automation | **Skills Used:** SAS Base, Macros, SQL, Information Map studio, enterprise guide, Web report studio | **Environment:** SAS BI 9.2 Tools, Teradata | **Location:** Singapore | **Client:** Development Bank of Singapore (DBS) **| Domain:** Banking & Finance

Project Title: 1 CHASE | **Skills Used:** SAS Base, Macros, SQL Query | **Environment:** SAS 9.1, Oracle SQL Developer **| Client:** J P MARGON **Domain:** Banking & Finance

Vayam Technologies Private Limited Bangalore

Analyst   **Dec'08 – Feb'11**

Project Title: 1 MOHWF | **Skills Used:** SAS Base Macros, SAS Enterprise Guide, SQL Query | **Environment:** SAS 9.1, MS SQL **| Client:** Ministry of Health Welfare **Domain:** Health Care

Project Title: 2 Service Parts Optimization | **Skills Used:** SAS Base, SAS Forecast Studio, Macros, SQL Query | **Environment:** SAS 9.1, Oracle SQL Developer | **Client:** Bharath Earth Movers Limited: **Domain:** Supply Chain

Comodo Security Solutions, Chennai

Statistical Analyst   **Nov'07 – Dec'08**

Project Title: Product Analysis | **Skills Used:** EXCEL OPENSTAT Google Web analytics| **Environment:** MS EXCEL Statistical Tools, Google| **Client:** Comodo: **Domain:** Internet Security

Acharya Institute of Health Sciences & Sciences, Bengaluru

Lecturer in Statistics

Dec'06 – Nov'07

Teaching Descriptive, Probability, Distribution, Correlation, Regression, Forecasting, Inference, and Multivariate Guided Students in their research suitable research frame and statistical analysis based on the objective of the study

Goutham College of Science, Bengaluru

Lecturer in Statistics   **Aug'05– Nov'06**

Teaching Descriptive, Probability, Distribution, Correlation, Regression, Forecasting, Inference, and Multivariate Guided Students in their research suitable research frame and statistical analysis based on objective

Previous experience

Jun'96-Aug'05

Supporting father own provisional store business in Davanagere india