

Rahul Kashyap

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PERSONAL STATEMENT

Seeking the position of SAS Analyst/Programmer where my proficiency in SAS integrations and analysis will be fully utilized to obtain efficacy and effectiveness in the organization.

EMPLOYMENT

Senior Associate - OPS | WNS Global Services | www.wns.com

Gurgaon, India | 14th April 2014 – Present

WNS is a global Business Process Management (BPM) company. It offer business value to 200+ clients around the world by combining operational and analytical excellence with deep domain expertise in key industry verticals, including banking and financial services, healthcare, insurance, manufacturing, media and entertainment, consulting and professional services, retail and consumer packaged goods, telecom, shipping and logistics, travel and leisure, and utilities.

*My current position with WNS holds in **retail analytics** domain. It involves building profitable client relationships and developing customer centric campaigns which engage shoppers, achieve brand objectives and are commercially viable along with taking care of ETL process. Being a Sn. Associate, I occasionally take part in mentoring the new recruits.*

Key Responsibilities:

- Customer Segmentation- involves segmentation of customers based on their shopping behaviour, loyalty, and lifestyle and life stages. Provide a workaround based on business needs.
- Customer Targeting- involves targeting a particular set of customers from the universal set based on their shopping behaviour and other business objectives for different campaigns
- Activity Evaluation- involves evaluating the performance of every campaign or promotional activity happened lately in the market in terms of redemptions, uplifts and amount of customers it has attracted along with other KPI measures
- Ensuring timely execution of the processes and high-quality of final deliverables.
- Developing operations metrics to train new members and to help the existing members, and also helping them enhance their skills by helping them identify suitable opportunities

Tools Used:

- SAS Enterprise Guide
- Cronacle (in house tool used for job scheduling)
- App TDL(in house tool connected with cronacle to keep check of scheduled/running jobs)

Freelance MATLAB Developer and Trainer
New Delhi, India | 1st November 2012 – Present

I worked on MATLAB, training student and professionals on the tool. I also took part in completing their respective projects. I tied up with training and development institutes in Noida, Pune, Punjab (Jalandhar) and New Delhi. For project work, I was provided the problem definition for which I had to make algorithm and code. For training work, I had to visit the concern institute and provide sessions.

Key Responsibilities:

- Algorithm Development- involves thorough studying and understanding of technological concepts of students and coming up with the algorithm for development purposes
- Code Development- involves using the algorithm for visualizing and creating the whole concept on the desired languages/platform.
- Support- Students are explained the complete code and developmental procedures involved while working on the project
- Training students and professional on MATLAB programming, SIMULINK modelling and GUI building. I also trained on Image Processing Toolbox.

Tools Used:

- MATLAB
- SIMULINK
- GUI

BLOG AND ONLINE CONTRIBUTIONS

- **geekycody.wordpress.com/**

I write this blog to provide a holistic view towards technologies which revolve around data processing and analysis. I have started with SAS and MATLAB as of now and have plans to add more tools/languages as I move forward. I also have a facebook page with url: www.facebook.com/geekycody11, on which I share my blog contents

- **www.in.mathworks.com/matlabcentral/profile/authors/3084477-rahul-kashyap**

Mathworks provided a platform for MATLAB users around the globe to share their thoughts and knowledge on one platform. I share my MATLAB codes for the Mathworks community. I also frequently answers queries and doubts and take part in helping other members to solve their problems.

IEEE PUBLICATION

- **"Extension of Wavelet Family in Fractional Fourier Domain"** published in an IEEE conference, 2012. 1st International Conferences on Emerging Technology Trends in Electronics Communication & Networking, at SVNIT, Gujarat, India

SEMINAR DELIVERED

- I successfully delivered a 2-day seminar on MATLAB technology at G. L. Bajaj Institute of Technology and Management on 13-14th April 2013

IIT TRYST OLYMPIAD

- Awarded certificate of excellence in recognition as **second** in chemical held during TRYST 2006, The All India Inter College Technical Festival held at IIT Delhi.

KEY SKILLS

Technical Skills

- Base SAS
- SAS/MACROS
- SAS/SQL
- SAS Visual Analytics
- MATLAB, SIMULINK and GUIs

Personal Skills

- Good aptitude towards learning programming concepts and algorithms
- A quick learner in adapting to technology with ease.
- Good interpersonal & communication skills.

EDUCATION

- B Tech - M Tech (Dual Degree) in Electronics and Communication Engineering (2007-12) from Lovely Professional University with CGPA 6.72.
- Intermediate from C.B.S.E Board (2007) with 68% marks.
- Matriculation from C.B.S.E Board (2005) with 73.6% marks.

PERSONAL INTERESTS

- PC Gaming
- Speed biking
- Watching English sitcoms

PERSONAL INFORMATION

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|-------------------|----------------------|
| ▪ Gender | Male |
| ▪ Nationality | Indian |
| ▪ Date of Birth | 31 January, 1990 |
| ▪ Marital Status | Single |
| ▪ Languages Known | English, Hindi |
| ▪ Passport Status | Available on request |