Ramkumar Iyer

in https://www.linkedin.com/in/ramkumariyer/ • ramkumar.iyer2018@gmail.com • 647.904.7660

PROFESSIONAL SUMMARY

DATA SCIENCE & ANALYTICS PROFESSIONAL

A Data Science & Analytics leader with more than 15 years of industry experience and expertise in consumer analytics, modeling, and leveraging data (internal & external) to build insight-driven strategy to drive business growth. Experience in developing & managing Data Products & Data Lake. Hands-on experience in developing Machine Learning algorithms, GEN AI applications, data mining, creating visualization graphs and presentations to solve business problems, and providing meaningful insights that help shape strategy.

AREAS OF EXPERTISE

- Machine Learning, Deep Learning, NLP
- Statistical & Advanced Analytics
- Recommender system
- SQL Python, R, Pyspark,
- Visualization tools like Tableau, Looker

- Building RAG applications, chatbots using LLM models, multi-agentic workflow
- Cloud platforms like Google Cloud Platform
- Customer Segmentation & Profiling
- Product & Project Management

CAREER EXPERIENCE

LOBLAW COMPANIES LIMITED, CANADA   2022 – 2024

Senior Manager, Data Science Engagement (2022 – 2024)

Led the Data Science Engagement team under Customer & Vendor Data Services to develop meaningful ML & advanced analytical solutions to drive customer growth & sales in grocery divisions through PC optimum targeted offers.

- Analyzed the performance of PC Optimum offers through customer trends, transactional behaviour, and segmentation to recommend strategies & solutions that increased incremental sales & Return on Sales. Achieved 2X growth in sales & efficiency through these solutions
- Led the team to develop a propensity model to increase customer spending and personalize offers which increased efficiency by 40%
- Developed unsupervised models to identify new customer segments to target through PC Optimum offers which increased target reach and overall sales
- Developed a Recommender System using Collaborative filtering to identify and send personalized offers to customers achieving high efficiency while adding more than 50K new customer base within 3 weeks
- Designed a QA framework for weekly offer deployment which allowed the QA framework to mitigate errors or discrepancies in offer deployment and helped reduce incremental loss and efficiency in offers

SAMSUNG ELECTRONICS, CANADA   2019 – 2022

Data & Digital Platforms Manager (2021 – 2022)

Product lead for establishing Data Lake environment. My core responsibilities include identifying, designing, and overseeing end-to-end implementation of analytical and data science-driven use cases

- As part of Data Lake establishment, led a team to integrate different Martech data sources like Adobe Campaign, FB, Google, etc. which developed a homegrown data repository to run analytical solutions
- Managed the Data Governance, project liaison, budgeting, and tracking for the data lake establishment meeting all timelines while within the budget of $500K
- Leveraged tools and data (internal & external) to develop consumer-driven Insights, competitor tracking, customer demographic & psychographic analysis which targeted customers during new product launches

Data Science Manager (2019 – 2021)

Worked as Data Science Manager under the mobile division to create insights with the use of analytical & data science approaches to support cross-functional teams (Product, Supply Chain Management, Marketing & Sales).

- Used Predictive Analytics to develop Sales forecasting models and drive efficiency in Inventory Management
- Developed a promotion pricing tool for the Mobile division. The tool allowed the product team to evaluate & simulate the lift based on various pricing strategies and help them decide the optimal promotion strategy
- Built Propensity models to identify and target potential customers for product upgrades. (Mobile, tablets & Wearables)
- Led and mentored a team of Junior Data Scientists, through a consulting firm, with the building, and execution of Data Science projects at Samsung Canada. Also guiding, coaching, and mentoring them as they acquire skills in Data Science and Analysis

HCL TECHNOLOGIES (CLIENT: BANK OF MONTREAL), CANADA   2018 – 2019

Senior Technical Lead (2018 – 2019)

Designed, Developed, and maintained metrics, reports, analyses, dashboards, etc., using Spotfire to drive key business decisions.

RELIANCE INDUSTRIES, INDIA   2014 – 2018

Data Scientist (2017 – 2018)

Part of Smart Manufacturing team under operations for major oil & gas in India.

- Developed Predictive and Prescriptive solutions in R using Regression, Artificial Neural Networks, and Time Series models to increase the capacity and performance of Reliance Plants
- Built and deployed predictive models using pattern recognition techniques using Python / R which led to a saving of INR 60 crores (~ approx. USD 9 Million)
- Used Natural Language Processing techniques in Python to run text analytics to predict the outcome of potential process safety incidents
- Worked on Python Open CV method for image processing, to be able to detect an offset in product output
- Built and deployed Neural Network/Deep Learning models using Scikit Learn, Keras, and TensorFlow in Python for equipment failure detection

Senior Manager (2014 – 2017)

Part of the EPC arm of the industry to establish and drive a knowledge management portal.

GODREJ PROPERTIES LTD, INDIA   2013 – 2014

Senior Executive (2013 – 2014)

Directed the KM initiative within the organization

KPMG, INDIA   2008 – 2013

Executive (2008 – 2013)

- Developed and managed intranet and website for KPMG India using SharePoint, and .Net to drive Knowledge Management initiatives.

EDUCATION & PROFESSIONAL DEVELOPMENT

Masters in Business Analytics & Big Data   2016

- AEGIS IBM, Mumbai, India

Bachelor of Engineering in Information Technology   2007

- University of Mumbai, India

Professional Development:

Gen AI through Udemy courses