

RAMPRAKASH NARAYANAN

Data Scientist



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ABOUT ME

- Data Scientist with 5+ years of relevant experience and overall 9+ years of experience in the BFSI domain yet open to work in any domain with a suitable position
- Adept in designing, developing, implementing, and maintaining Predictive & Descriptive Analytics solutions as per the business needs
- Predominantly worked on projects related to Marketing, Transaction Screening, Customer Survey Interpretation, Sentiment Analysis, Customer Dormancy Analysis, etc.

SKILLS

Classification / Regression	★★★★★	Statistics	★★★★★	Hadoop / Spark / PySpark	★★★★★
Clustering / Segmentation	★★★★★	SAS / SQL / Tableau	★★★★★	Reinforcement Learning	★★★★★
Data Visualization	★★★★★	Python	★★★★★	Deep Learning / AI	★★★★★

EDUCATION

BACHELOR'S DEGREE / JUN 2007 - APR 2011

Anna University, India : First class graduate in Electronics & Communication Engineering

EXPERIENCE

DANSKE BANK / MAY 2015 - JAN 2021 / DATA SCIENTIST

- Facilitated Omnichannel experience in marketing campaigns using digital channels to boost digital channel adaption
- Performed customer segmentation and developed models for mortgage and pension products, leveraging analytics to improve marketing campaign targeting efficiency by 2-5x times.
- Developed a model monitoring framework collaborating with other team members which not only helps in model evaluation but also in measuring ROI benefits and team management.
- Collaborated with internal stakeholders, identifying and gathering analytical requirements to evaluate the ROI of marketing campaigns.
- Worked with representatives of Senior Management from different departments to come up with a data-driven KPI dashboard which was later used to drive the IT Organization of Danske Bank as well as to calculate bonuses of CIOs.
- Worked on POCs related to Sentiment Analysis over Customer Survey, Customer 360 Data platform, Real-time decision-making platform for marketing, etc.



Winner in Innovation Challenge 2019 for coming up with the MVP of Customer 360 Data Platform

BNY MELLON / JUN 2011 - APR 2015 / SENIOR SOFTWARE ENGINEER

- Worked on various mainframe application development/maintenance projects related to Trade processing and clearance
- Acquired expertise in SQL, SAS, data manipulation and aggregation methods which later helped in my career transition



Awarded Star performer of the Quarter twice for contributions towards the project

RECENT PROJECTS

Multi-Channel Optimization: (PySpark / Python / SQL)

- Performed exploratory analysis to understand the key metrics influencing customer's channel preference for marketing
- Used clustering algorithms to define customer groups based on metrics like Age, Digital propensity, etc.
- Provided an end to end production solution for the marketing team which is being used to allocate digital channels in product - marketing campaigns

Classification Algorithms to improve Campaign Targeting: (PySpark / Python / SQL)

- Performed market research to understand the customer's journey w.r.t. mortgage and pension products
- Derived different strategies to target customers with respect to their purchase behavior and life stage
- Explored multiple external data sources to identify additional touchpoints of a customer which were not available in traditional bank's data
- Prepared analytical dataset for each strategy by following Industry's best practices in terms of feature derivation and selection
- Final models have provided a lift of 2x - 5x compared to blanket targeting
- Collectively, the models have generated 48% more business volume than the business rule-based campaigns

Identifying drivers of customer satisfaction: (R / SQL / Tableau)

- Performed thorough exploratory analysis to understand the different variables of the Customer Relationship Survey data
- Reduced the number of variables from 535 to 28 considering missing percentage, project scope, etc. and prepared the analytical data set
- Developed a stable relative importance model by iterating through the different relative importance methods and identified the drivers of customer satisfaction
- Presented the key drivers of customer satisfaction using Tableau and the results were appalled by the Front desk team
- The outcome of this project is utilized by the Customer Insights team to plan their action items towards better customer satisfaction

Model Monitoring Framework: (Python / SAS / Tableau / PySpark)

- Researched model monitoring over different business areas like credit risk, marketing, AML, etc.
- Proposed a baseline framework that measures the model's performance and stability by taking inspiration from the governance structure of Credit Risk models
- Collaborated with team members to come up with a full-fledged monitoring framework for our CRM - Marketing models
- The framework not only monitors the model performance but also tracks the models' ROI in terms of business volume
- The framework also servers as a project management dashboard to helps managers/team leads in team management

Performance metrics dashboard: (Python/ Tableau / SQL / HTML / Javascript / CSS)

- Collaborated with the representatives of 5 different bank's divisions to understand their objectives
- Derived 25 data-driven KPIs as well as a target for each division
- Normalized all the 25 KPIs to a target scale ranging from 0 to 5
- Developed and automated a tableau dashboard that visualizes these 25 KPIs for different divisions
- Developed a one-pager for CEO/COO/CTO to easily track the KPIs performance w.r.t each division
- This dashboard is now used by the bank's senior management as well as team managers to track their performance and drive the business