SAMEER KUMAR

Project Lead/Senior Microsite Associate

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Decisive, strategic & performance driven professional, targeting senior level assignments in **Operations Management and Data Science/ Analytics** in an organization for mutual growth

LinkedIn Leetcode GitHub Hacker Rank

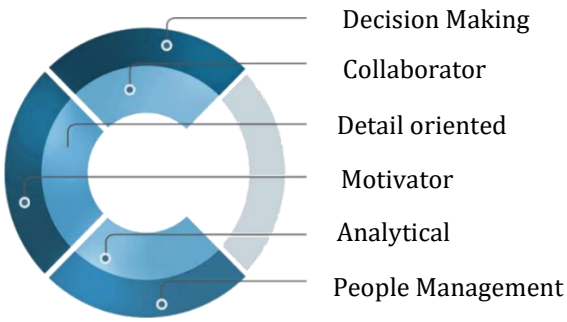
PROFILE SUMMARY

- **A result oriented professional** offering **over 13 years** of extensive experience in **Operations Management and Data Science/ Analytics**
- Defined service standards and guidelines for **smooth delivery of end-to-end projects** while evaluating risks, costs, resource requirements & schedules and submitting delivery opinions
- **Mined & analysed data** from multiple sources to **drive optimization & improvement** and delivered **data-driven solutions to business challenges**
- Resourceful in **driving process excellence initiatives,** establishing processes and formulating viable solutions to drive improvements
- **Operations Efficiency:** Ensuring efficient and effective delivery of services by optimizing processes, workflows, and resource allocation; monitoring and analyzing operational metrics to identify areas for improvement and implementing strategies to enhance productivity and quality
- Displayed paramount efforts in setting up & rolling out successful quality management in service environment, **overachieving expectations** and exceeding all set goals by enduring customer relationships
- Accomplished in consistently **surpassing Quality Net Savings (QNS) goals** through quality-focused initiatives, while also fostering team growth by identifying and providing targeted training, and actively promoting **Six Sigma and LEAN projects at a vertical level**
- **Key People Leader**, who has **successfully led and motivated team towards growth and success in the organization**; created a clear & compelling view of future through coaching and execution; groomed the team with technical expertise on various facets as per requirement of the project

CORE COMPETENCIES

- Operations Management
- Data Analysis & Data Science
- Artificial Intelligence/ Machine Learning
- Requirement Gathering & Analysis
- Process Transition/ Improvement
- Client Relationship Management
- Cost Optimization
- Team Building & Leadership
- Risk Assessment & Mitigation

SOFT SKILLS



TECHNICAL SKILLS

- Python, SQL, Tableau, Numpy Pandas libraries, Maths for ML, probs and stats, Data Manipulation, Power BI ,Advanced Excel, Hypothesis Testing, Regression Analysis, Product Analytics, Data reporting visualization, Machine Learning

EDUCATION

2024: Master's Degree in Artificial Intelligence and Machine Learning from Scaler

2010: Bachelor of Technology, Computer Science from JNTUH College of Engineering Hyderabad

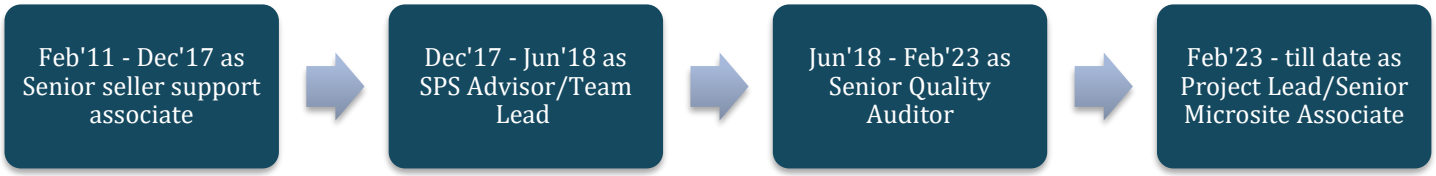
CERTIFICATIONS

- **Lean Six Sigma Green Belt Yellow** from Amazon
- **Become a Six Sigma Yellow Belt** from LinkedIn
- **Power BI Essential Training** from LinkedIn
- **SharePoint 2019 Essential Training: The Basics** from LinkedIn
- **Agile Foundations** from LinkedIn

WORK EXPERIENCE

Since Feb'11: Amazon, Hyderabad

Growth Path:



Key Result Areas:

- Ensuring efficient and effective delivery of services by optimizing processes, workflows, and resource allocation; monitoring and analyzing operational metrics to identify areas for improvement and implementing strategies to enhance productivity and quality
- Managing and meeting SLAs with clients by monitoring performance against agreed-upon metrics and targets
- Driving continuous improvement initiatives to enhance operational efficiency, reduce costs, and improve customer satisfaction
- Implementing quality assurance processes and frameworks to ensure consistent delivery of high-quality services
- Proactively designing a Quality Framework for businesses in the customer support (seller support) domain to ensure 100% client data security and compliance
- Honing the implementation of best practices and facilitating idea sharing to ensure increased proficiency in operations
- Demonstrating proven expertise in achieving Quality Net Savings (QNS) targets through quality initiatives
- Identifying training needs for the process and quality team and grooming them accordingly
- Actively driving Six Sigma and LEAN projects within the team and taking vertical-level initiatives
- Performing deep dive audits to identify complex process gaps and finding solutions
- Acting as a spokesperson and conducting meetings with different sites during escalations based on audits and addressing the root causes of issues
- Delivering stellar performance, having an impact of 20 basis points (bps) on the overall team performance
- Fixing defects found in seller-facing help pages, SOPs, and workflows that have a high impact on sellers
- Mentoring colleagues during the launch of new processes
- Preparing scorecards for team members based on various parameters used to evaluate team performance

Highlights:

- Achieved the "Employee of the Month" recognition at Amazon in December 2022
- Received the "GEM Award" at Amazon in February 2023
- Honoured as "Employee of the Year" at Amazon in November 2017

Jun'10 – Feb'11: CoreLogic, Hyderabad as Process Associate

Highlights:

- Reviewed tax information, rectified errors, and filed with the US tax authorities using internal software

PERSONAL DETAILS

Date of Birth: 29th December 1986
Languages Known: English, Telugu & Hindi
Address: Plot number 16, Subramanya Pura Phase 3, Bairagiguda, Hyderabad – 500091

**Refer to Annexure for Projects Undertaken*

ANNEXURE

Projects Undertaken during Scaler's Master Degree Data Science Program

Project: 1

Project Title: Business Case: Target SQL

The business case revolves around Target's operations in Brazil, focusing on a dataset containing information about 100,000 orders placed between 2016 and 2018. As a data analyst/scientist at Target, the objective is to extract valuable insights and provide actionable recommendations. The analysis encompasses initial data exploration, such as understanding data types, order timeframes, and customer locations. It then delves into in-depth exploration, assessing trends in order placements, monthly seasonality, and the preferred time of day for orders. The study progresses to evaluate the evolution of e-commerce orders across states in Brazil, analyze the financial impact of orders, investigate delivery times, and assess payment methods and installments. The evaluation criteria encompass various aspects of the analysis. The goal is not only to unearth insights but also to provide actionable recommendations to enhance Target's operations in Brazil.

Project:2

Project Title: Business Case: Netflix Data Exploration and Visualization

In this business case, the goal is to analyze a dataset of movies and TV shows available on Netflix to generate data-driven insights for Netflix's content production and business growth strategy. The analysis should address questions such as the types of shows to produce, the best time to launch TV shows, the focus on TV shows vs. movies, and the analysis of actors, directors, and content availability in different countries. The evaluation criteria include defining the problem statement, data exploration, both non-graphical and visual analysis, missing value and outlier checks, insights from the analysis, and actionable recommendations for the business. The objective is to provide straightforward, non-technical insights and recommendations that can guide Netflix in optimizing its content and expanding its reach in different countries.

Project: 3

Project Title: Business Case: Aerofit - Descriptive Statistics & Probability

Aerofit, a leading fitness equipment brand, seeks to identify the characteristics of its treadmill customers and determine if differences exist across its product range (KP281, KP481, and KP781). The market research team aims to create customer profiles and analyse conditional and marginal probabilities to better recommend treadmills to new customers. The dataset contains information on customers' age, gender, education, marital status, usage, income, fitness level, and miles expected to be walked or run per week. The analysis includes data exploration, outlier detection, feature effects on product purchased, calculation of marginal and conditional probabilities, correlation analysis, and customer profiling. The ultimate goal is to provide actionable recommendations based on insights drawn from the data to enhance Aerofit's business strategy.

Project: 4

Project Title: **Business Case: Walmart Customer Purchase Behaviour Analysis**

Walmart, a retail giant, aims to understand customer spending behaviour during Black Friday by comparing male and female customers' purchase amounts. The analysis involves data exploration, detection of null values and outliers, calculation of average spending for males and females, the use of the Central Limit Theorem to compute confidence intervals, and assessing whether these intervals overlap. The results will help Walmart make data-driven decisions and improvements. Additionally, similar analyses are conducted for marital status and age groups, providing further insights. The outcome is a set of actionable recommendations for Walmart to enhance its marketing and sales strategies based on customers' spending patterns.

Project: 5

Project Title: Business Case: Yulu - Hypothesis Testing

In this business case for Yulu, a leading micro-mobility service provider in India, the objective is to analyse the factors influencing the demand for shared electric cycles in the Indian market. The dataset provided contains information on various attributes such as season, holiday, weather, temperature, user counts, and more. The analysis begins with exploratory data analysis (EDA), including data structure assessment, data type conversions, missing value detection, and statistical summaries. EDA also explores the relationships between variables like working day, season, and weather with the count of electric cycles rented, providing insights into the data's distribution and characteristics. Hypothesis testing is performed using a 2-Sample T-Test to assess the impact of working days on rental counts, ANOVA to evaluate differences in rental counts across different weather conditions and seasons, and a Chi-square test to determine if weather depends on the season. The test assumptions and p-values are examined to make decisions on whether to accept or reject null hypotheses, and conclusions are drawn based on these results. The quality of the notebook is assessed based on structure, flow, and well-commented code, and the overall evaluation criteria encompass problem definition, EDA, hypothesis testing, and notebook quality.

Project: 6

Project Title: Business Case: Delhivery - Feature Engineering

In this Delhivery business case, the objective is to process and analyze data from their data engineering pipelines to create useful features for forecasting models. The dataset includes information on trip details, route types, time taken, and more. The analysis begins with basic data cleaning, including handling missing values and merging rows to create meaningful aggregations based on trip identifiers. Features are then extracted from destination and source names, as well as trip creation timestamps. In-depth analysis and feature engineering involve calculating time differences, conducting hypothesis testing, and visual analysis on various time and distance-related fields after aggregation. Outliers are identified and treated using the IQR method, categorical variables are one-hot encoded, and numerical features are normalized or standardized. The evaluation

criteria include problem definition, EDA, feature creation, row merging, time and distance field comparison, missing values, outlier treatment, relationship between aggregated fields, handling categorical values, and column normalization/standardization. Insights and recommendations are provided, such as identifying order origins, busiest corridors, average distances, and time taken, along with actionable business suggestions. The goal is to transform raw data into actionable insights to improve Delhivery's operations.

Project: 7

Project Title: Business Case: Jamboree Education - Linear Regression

In this Jamboree Education business case, the goal is to analyse graduate admissions data and understand the key factors influencing admission chances, ultimately building a linear regression model for predictions. The dataset includes attributes such as GRE scores, TOEFL scores, university rating, and statement of purpose and recommendation strength, undergraduate GPA, research experience, and chance of admission. The analysis begins with exploratory data analysis (EDA), including data structure assessment, missing value treatment, and statistical summary. Univariate and bivariate analyses provide insights into the data distribution and variable relationships. Data pre-processing involves checking for duplicates, addressing missing values, treating outliers, and feature engineering. A linear regression model is built; with model, statistics and coefficients displayed, and Ridge and Lasso regression are explored. The assumptions of the linear regression model, such as multicollinearity, mean of residuals, linearity, homoscedasticity, and normality of residuals, are rigorously tested. Model performance is evaluated using metrics like MAE, RMSE, R2, and adjusted R2, with a focus on train and test performances. Actionable insights and recommendations are provided, emphasizing the significance of predictor variables and potential business benefits. The submission includes a Jupyter notebook converted to PDF format for assessment.

Project: 8

Project Title: Business Case: Mindset

The problem at hand is to address the high churn rate of drivers in Ola, where it is costly to acquire new drivers, and retaining existing ones is more cost-effective. As a data scientist in Ola's Analytics Department, the task involves predicting driver attrition based on various driver attributes such as demographics, tenure, and historical performance data for 2019 and 2020. The steps for a successful solution include data pre-processing, feature engineering, class imbalance treatment, standardization, and encoding. Ensemble learning methods like Bagging and Boosting will be applied with hyper-parameter tuning. Evaluation metrics will include a ROC AUC curve and a Classification Report. The insights derived from exploratory data analysis will focus on data distributions, relationships between variables, and potential outliers. Based on the analysis, actionable recommendations will be provided to mitigate driver attrition and improve Ola's driver retention strategy. Additionally, a link to the Jupyter notebook in PDF format with all the analysis and results will be shared for review.