

V SubbaRao J CV	Date of Birth : 20 th July 1990 Phone No : +91 8885228067 Email id : subburaojv@gmail.com
--------------------	--

EDUCATION

Degree	Year	College/University	Percentage/CGPA
Computer Science	2009-2013	BITS-PILANI,GOA	6.2
Class XII(Board of Intermediate,AP)	2009	Sasi Junior college,Vellivenu	94.6
Class X (Secondary School of Education, AP)	2007	Viswa Bharathi High School, Gudivada	88.66

WORK EXPERIENCE

- ❖ Trainee (Business Analyst) at Digimatrix Solutions pvt ltd, Hyderabad.
 - Good team player with short learning curve, proven problem solving analytical & trouble shooting capabilities.
 - Ability to work independently with minimum supervision in a team environment.
 - Self Initiator , self motivated ,Time Management, Quick learner and Leading activities.
 - Been working as a Business analyst from October 2013 till date.
 - Been working with one of the leading Health Insurance Provider in the US for nearly one and half year
- ❖ Skill Set : R, Excel, SQL and Statistical Techniques (Predictive Modeling using Linear Regression, Logistic Regression)
 - Good knowledge about Cloud & practical experience in working with AWS.
 - Knowledge about Android & experience in Java(OOPs,AWT,Swing...) & Android
 - Knowledge about Hadoop & its ecosystem (MapReduce,Sqoop, Fluke, HBase, Hive,Zookeeper,R).
- ❖ Have worked on the following projects :
 - **Geographical Targeting of Direct Marketing Campaigns :**
Identified the right geographies to target by evaluating their performance considering various metrics and segmenting based on their performance w.r.t to various marketing channels
 - **Call Volume Forecasting Model:**
Understood the drivers of call volume and improved the forecasting at weekly level in tele service centers and thereby helped them understand and meet their staffing demands
 - **Effectiveness of Hispanic Enrollment Campaigns:**
Helped the business improve the effectiveness of Hispanic enrollment campaigns by understanding the characteristics of Hispanic minorities purchasing insurance and by targeting the customers most likely to purchase through the right media channel
 - **Drivers of Enrollment in a Geography:**
Collaborated with business to better understand the influence of factors like demographics of prospects, marketing spend etc. on enrollment through various purchase channels in a geography using linear regression
 - **Profiling of Purchasers by Product:**
Helped the client design product specific marketing campaigns by using objective clustering to identify and understand the distinguishing factors influencing an individuals' choice of a product

PRACTICE SCHOOLS

- Developed 'Offline Plugin' on Android platform . Its main function is to sync offline loaded data to SQLite with online connection. Worked on Java projects using Eclipse(IDE)

- Analysis on "Reduction of Water Losses in CoolingTower" collected data manually and used Microsoft office to provide insights to reduce Water Losses in Cooling Tower

ACADEMIC PROJECTS

- Project on Subnetting.
- Designed ftp server & client, SSH & client models on real time systems as part of the Computer Networks (CN) course.
- Designed banking application software in java where all the transactions of a bank can be done through a single user interface as a part of course(object oriented programming language) curriculum in the first semester of my 3rd year.
- Worked on bank database management project in the 2nd semester of my 3rd year as a part of course(Database System and Applications) curriculum.

ACADEMIC ACHIEVEMENTS AND AWARDS

- Was the course topper of Product and Brand Management and Cinematic Art.
- Organized a coding competition in C language "code fest" in the year 2011-2012 ,as part of the technical festival QUARK.
- Was outstanding in the networking workshop conducted by NETTECH in the year 2010 on campus
- Achieved District 2nd and was awarded certificate of merit in appreciation of the excellent performance shown in SIR C.V.Raman 'Young Genius' awards, a State level Talent Test'06

POSITIONS OF RESPONSIBILITY

- Head of DOFAM(Department of Finance and Assets Management) and member of extended core of Waves 2012.
- Coordinator of Andhra Samithi in BITS GOA.
- Deputy Manager of Quality Assurance Team of Quark '11
- Part of the Spree Co-ordination committee, responsible for the sports fest of BITS Goa for the year 2011-2012.

EXTRA-CURRICULAR ACTIVITIES AND ACHIEVEMENTS

- Represented hostel in Tug of war (2nd prize,2010) and volley ball for 3 consecutive years in **SLAM** (intra hostel sports festival).
- Was part of the hostel's fashion parade team for **ZEPHYR**(intra hostel cultural festival)2011.
- Runner –up in District Level Inter-School Kho-Kho competition '07