

# SOMESH KUMAR

🏠 New Delhi 📞 8960801927 ✉ [work.someshkumar@gmail.com](mailto:work.someshkumar@gmail.com) 🌐 [somesh-kumar-409543115/](https://www.linkedin.com/in/somesh-kumar-409543115/)

## PROFESSIONAL SUMMARY

Data analytics leader with over 5 years of experience delivering business growth through advanced analytics to drive strategic decision-making and optimize performance for Financial Services and Banking Companies.

## WORK EXPERIENCE

### EXL Service

Senior Consultant, Manager

2019 – Present

Gurugram, Haryana

### Merchant Campaigns - Funding Augmentation

2023 – Present

Senior Analytics Consultant for Leading US Credit Card Issuer

- Conceptualized merchant prioritization strategy, funding segmentation and offer inventory analysis to solve impression to enrolment gap in engagement funnel and achieve the goal of \$1B in merchant funding in 3 years
- Prototyped models for merchant targeting in **8** markets, optimized offer inventory across customer segments and innovated a self-serve dashboard to generate actionable insights for marketing consultants and leadership
- Earned mention in SVP's journal for enabling **17%** YOY increase in redemption value, **28%** uplift in average campaign funding from unfavorably funding merchants and **12%** higher enrolment rate

### AI/ML Product Suite Development

2021 – 2023

Project Lead at EXL Service

- Managed a global team to innovate a real-time Unsupervised Anomaly Detection framework with 84% precision and **80%** recall that replaced manual data checks and enhanced data governance across multiple client datasets
- Guided a team of 3 US interns in developing an automated Video KYC application featuring Face Matching, Gesture Tracking, and Document Verification modules for three ID types, achieving a false positive rate below **1%**

### Customer Linkage Transformation

2020 – 2023

Analytics Consultant for Major Global Card Network

- Pioneered a comprehensive data quality system and orchestrated data migration and integrity safeguarding efforts for managing **200M+** accounts across **25+** global markets leading to a data quality uplift of **11%**
- Collaborated with cross-functional teams to engineer framework sensitivity to shared demographics, market nuances, and gender mismatches, resolving **90%** of the active customer linkage issues
- Overhauled existing customer linkage framework by redesigning matching rules, external data enrichment and calibrating fuzzy matching to boost linkage accuracy by **8%** points and computational efficiency by **70%**

### Prospect Modeling - Direct Mail Campaign

2019 – 2020

Analyst for Leading US Credit Card Issuer and Bank

- Implemented predictive models to forecast customer spending behaviors with a Gini index of **33%**, utilizing hyper-parameter tuning and rigorous validation checks to improve prospect targeting and response rates

## EDUCATION

### Indian Institute of Technology Kanpur

2014 – 2019

B.Tech - M.Tech Dual Degree in Mechanical Engineering, Minor in English Literature

Kanpur

## AWARDS/CERTIFICATIONS

- Certified SAFe Product Owner/Product Manager (5.1) from Scaled Agile, Inc.
- Awarded the Intelligent Implementation and Rising Star Awards at EXL for innovation and client satisfaction
- Bagged 2 Program Increment Awards for exceptional performance in consulting and project delivery

## SKILLS AND INTERESTS

SQL, Python, Sisense, Power BI, Tableau, NLP, Machine Learning, Deep Learning, Hive, Spark, Matlab, Git

Additional Interests: Cricket, jamming, travelling, reading novels, Chess and Premier League