

SOMESH KUMAR

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PROFESSIONAL SUMMARY

Data analytics leader with over 5 years of experience delivering business growth through advanced analytics.

WORK EXPERIENCE

EXL Service

Sep 2019 – Present

Gurugram, Haryana

Senior Consultant

Jul 2022 – Present

Merchant Funding Augmentation

- Conceptualized funding segmentation and digital advertising strategies to uplift **campaign funding** by **28% YOY**
- Prototyped models for merchant targeting and offer inventory optimization to enable **12% higher engagement**
- Devised drivers of ecosystem growth and KPIs for evaluating marketing executives and platform efficiency
- Featured in **SVP's Journal** for innovating a self-serve dashboard to generate actionable insights for leadership

EXL Unsupervised Anomaly Detection Engine

- Managed a global team of 5 to develop a **real-time** solution detecting outliers and **logical irregularities** in data
- Achieved 84% precision and **80%** recall using Feature engg., Unsupervised Learning and multivariate Time-Series
- Awarded **Intelligence Implementation Team** and **Campus Hiring Star** awards for overwhelming contributions

Consultant II

Jan 2021 – Jun 2022

Customer Matching Framework Transformation

- Spearheaded linkage resolution by redefining matching rules that enhanced computational efficiency by **70%**
- Engineered **data enrichment** through bureau data and open sources to boost linkage accuracy by **8%** points
- Innovated enhancements for shared demographics and market nuances, resolving **90%** of active linkage issues
- Secured exceptional Client Satisfaction Ratings and won the **Program Increment Appreciation Award** twice

EXL Automated Video-KYC Application

- Led a team of **3 proficient Ivy League interns** to research and develop Deep Learning powered KYC application
- Planned and supervised development of Face Matching, Gesture Tracking, and Document Verification modules

Consultant I

Sep 2019 – Dec 2020

Global Demographic Database Transformation

- Orchestrated **data migration** and integrity safeguarding efforts to manage **200M+** accounts across **25+** markets
- Pioneered framework to resolve default values, truncation and format inconsistencies leading to an uplift of **11%**
- Won the **Rising Star Award** for enabling client achieve Source of Truth status for customer demographic data

US Direct Mail Campaign

- Modeled customer spending behavior using **XGBoost**, achieving a **Gini index of 33%** on lean out-of-time data
- Collaborated with **4 cross-functional teams** - Risk, Customer-360, Model Governance and Production

EDUCATION

Indian Institute of Technology Kanpur

Jul 2014 – Sep 2019

B.Tech - M.Tech Dual Degree in Mechanical Engineering

COURSE CERTIFICATIONS

- SAFe Product Owner/Product Manager (5.1) from Scaled Agile, Inc.
- Machine Learning A-Z: AI, Python & R + ChatGPT
- Python for Time Series Data Analysis

SKILLS AND INTERESTS

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

Additional Interests: Football, chess, books and jamming