# SATYA SANDEEP CHINTU

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## EDUCATION

**W.P. Carey School of Business, Arizona State University** <div align="right">May 2024</div>

*Master of Science in Business Analytics - GPA: 4.0/4.0*

**Coursework:** Enterprise Data Analytics, Descriptive and Predictive Analytics, Machine Learning in Business, Unstructured Data Analytics, Artificial Intelligence in Business, Advanced Marketing Analytics.

**Gitam College of Engineering** <div align="right">May 2010</div>

*Bachelor of Engineering in Mechanical Engineering*

## SKILLS & CERTIFICATIONS

**Certifications:** Certificate in Commercial Credit (Moody's Analytics), Certified Associate of Indian Institute of Bankers (CAIIB), Certified Anaplan Model Builder (Level 1)
**Data Analytics and Visualisation Tools:** Excel, Tableau, PowerBI
**Programming:** Python (Pandas, Numpy, Matplotlib, Seaborn), R, SQL
**Statistical and Analytical Techniques:** A/B Testing, Hypothesis Testing, Predictive Modeling, Statistical Modeling
**Relevant Competencies:** Strategic Analysis, Product Analytics, Marketing Analytics, Credit Risk Management, Project Execution, Cross-functional Collaboration, Leadership & Communication, Results Orientation

## EXPERIENCE

**Avnet Inc |Capstone Project, Phoenix, AZ** <div align="right">Jan 2024 – May 2024</div>

- Developed **Power BI Risk & Resiliency Dashboard** using 300+ MPN data points, improving disruption response by 30% for executives.

**Apgv Bank |Business Manager, India** <div align="right">Sep 2021 – Jul 2023</div>

- Spearheaded **rural financial inclusion initiative**, expanding to **15 villages**, resulting in **2,500 new account openings** and disbursing **$2.5 million** in microfinance loans with **97% repayment rate** over 18 months
- Engineered **agricultural loan risk model** incorporating **8 new parameters**, reducing defaults by **18%** (from 7.2% to 5.9%) and elevating small farmer approvals from **62% to 77%** within first year of implementation
- Orchestrated **digital literacy campaign** in partnership with **3 local NGOs**, educating **5,000 rural customers**, leading to **60% adoption** of mobile banking app and **35% reduction** in branch transaction times
- Led bi-weekly **cross-functional team meetings** with IT, Risk, and Operations, presenting **data-driven insights** to C-suite, resulting in approval for **3 major digital initiatives** and **$1.2 million budget allocation**

**State Bank of India |Business Manager, India** <div align="right">Dec 2017 – Dec 2019</div>

- Developed **credit risk model** analyzing **500,000 SME loans** over 3 years, reducing **NPAs by $2.1 million** (from 4.2% to 3.5%) and improving SME loan approvals from **65% to 70%** in 6 months
- Led enhancement of **SBI YONO app features**, increasing daily active users from **2.5 to 3.5 million** and driving **28% growth** in cross-selling, resulting in **430,000 new insurance policies** in 12 months
- Executed **branch transformation project** across **25 urban locations**, implementing paperless operations that cut average wait times from **22 to 4 minutes** and reduced operational costs by **$143,040 annually**

**State Bank of India |Assistant Manager (Probation), India** <div align="right">Nov 2015 – Nov 2017</div>

- Analyzed **6 months of transaction data** from 12 branches, identifying **3 key operational bottlenecks**, leading to process improvements that reduced average customer wait times from **18 to 13 minutes**
- Assisted in executing **targeted email marketing campaign**, analyzing **10,000 customer accounts** to create **4 distinct segments**, improving click-through rates from **2.5% to 3.75%** and generating **850 new loan inquiries**

## PROJECTS EXPERIENCE

**Competitor Pricing and Ad Effectiveness Analysis Externship** | *Strategic Analysis & Insights*     Link | **June 2024**

- Conducted market research and competitive analysis on pricing and ad placements, providing insights to enhance competitive positioning.
- Developed strategic recommendations from ROAS analysis and competitor comparisons, boosting ad effectiveness and market strategy.