SRIJAN BANERJEE
Consultant, Applied Intelligence
Strategy & Consulting, **Accenture**

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Highly motivated and growth driven Data Science professional with **almost 6 years** of work experience, focusing majorly on **Banking Analytics**. Looking for challenging project management and execution responsibilities in the financial domain.

Career:

Consultant, Accenture (Apr'21 – Present)

- **Micro-segmentation and Potential Value estimation**: Developed and executed a framework for clustering of similar outlets and thereafter estimated the potential output of homogeneous outlets for a global beverage company.

Associate (Manager), JP Morgan Chase (Apr'20 – Apr'21)

- **Suppression Strategy for Pre-qualified Loans**: Explored new third party data and developed risk suppression strategies that improved approval rate by 6% for a customer facing widget that determines pre-qualified loan eligibility for auto loans. The tool is live in branches and internet banking platform.
- **Risk Suppression Dashboard Automation:** Automated a weekly dashboard for risk suppression waterfalls across all pre-approval auto loan campaigns. Reduced TAT by 87%.

Assistant Manager, Retail Banking, HSBC (Sep'18 – Mar'20)

- **Survey Analytics Workstream**: Analysing customer feedback is an integral part of identifying areas of improvement for a bank. Leveraged NLP to uncover meaningful insights from customer survey feedback. Pioneered the growth of survey analytics from adhoc projects to a mainstream quarterly engagement with business sponsorship by engaging with multiple stakeholders.
- **Customer Experience Ecosystem**: Developed a first-of-it's-kind framework using multiple financial KPIs and survey insights to arrive at a higher Net Promoter Score amongst customer and estimated the commercial impact of the same. Demonstrated leadership by guiding juniors in deploying the framework globally across 3 markets.
- **Market Mix Optimization Tool**: Built the back-end optimization engine for an internal service product which is used by marketing managers to optimally distribute funds across marketing channels to maximize applications. Currently being used for 4 priority markets with an average 17% increase in applications. This product has been appreciated by Marketing group CEO.

Analyst, Retail Banking, HSBC (Oct'16 – Aug'18)

- **Moments Marketing**: Timely targeting of offers is crucial for a bank to maximize revenue. Leveraged open source data intelligence and social media feeds to identify key points of marketing intervention in a customer's spending calendar. Guided 7 students from an American University who worked on this analysis as a part of an academia partnership. Implementation of analysis insights led to 27% increase in credit card application for a priority market.

Business Analyst, WIPRO (Jul'15 – Oct'16)

- **Propensity Modelling Workstream**: Assisted a major U.S. based retail store chain in targeting customers with appropriate products through propensity modelling across 80+ products/categories in the retail space.

Analytics Expertise

- Natural Language Processing
- Machine Learning
- Propensity Modelling/Scoring
- Market Mix Optimization

Technical Expertise

- SAS (Base/ Enterprise Miner)
- Python
- R
- Sprinklr

Internships

- Research Assistant at **IIT Kharagpur** (Jun'15-Jul'15)
- Research Assistant at **CSSS Kolkata** (May'15-Jul'15)

Hobbies

- Hackathons/ Analytics competitions
- Writing
- Debating
- Music

Publication: Sage Publications: Tax Evasion and Provision of Public Goods: Implications for Wage and Employment.
Link: https://journals.sagepub.com/doi/pdf/10.1177/2321022218791010

Academic Qualifications:

- **M.Sc. in Applied Economics , Presidency University, Kolkata (2015) :** CGPA- **8.45** (Ranked 3rd)
- **B.Sc. in Economics, Presidency College, Kolkata(2013) :** Score - **62.5%**
- **I.S.C , St. James' School, Kolkata(2010) :** Score - **86.75%**
- **I.C.S.E , St. James' School, Kolkata(2008) :** Score - **93.2%**