Swathi Banna

Senior Data Scientist

CONTACT
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LinkedIn
GitHub
Tableau

WORK EXPERIENCE

STATE BANK OF INDIA   **2009 - 2022**

A Fortune 500 company and the largest public-sector bank in India with around 22K branches, 480M customers and 250K employees.

Chief Manager (Data Science)   2021-2022

- Led a team of 8 data scientists and analysts, overseeing projects aligned with organizational objectives.
- Automated the loan approval process, reducing processing time by 60%.
- Implemented XGBoost model for pre-approved personal loans, resulting in a 20% increase in loan portfolio.
- Developed ensemble learning models to forecast customer churn in business accounts, reducing it by 12%.

Manager (Data Science)   2017-2020

- Optimized audience segments for marketing campaigns, resulting in a notable 25% increase in engagement, through data analysis and tailored targeting strategies.
- Designed a comprehensive Power BI dashboard, providing senior management with visibility into sales achievements, displaying 15+ business KPIs.

Deputy Manager (Branch Head)   2014-2016

- Managed and trained a team, achieving 20% productivity boost and reducing complaints by 15%.
- Implemented cross-selling campaigns, driving 25% loan portfolio growth and 12% deposit increase.

Assistant Manager (Loans)   2009-2013

- Executed thorough processing of 20 loan applications per week, ensuring adherence to stringent credit policies and regulatory requirements.
- Identified early warning signals of loan defaulters, leading to 20% reduction in Non-Performing Assets.

EDUCATION

- M.S. in Business Analytics and Information Systems – University of South Florida (Expected: May 2024)
- M.B.A. - Andhra University, India
- Bachelor of Computer Applications (B.C.A.) - Andhra University, India

INTERNSHIPS/ASSISTANTSHIPS

Instructional Assistant in University of South Florida   2023 – Present

- Proficient in Advanced Database Management Systems, Data Visualization, and Enterprise Management Information Systems.

PROJECTS

Agricultural Production Analysis – R Language

- Predicted impact of diverse factors on agriculture production across countries, aiding governments in formulating strategic policies.
- Gathered data from FAOSTAT, World Bank and AQUASTAT, employing Panel Models in R to identify fixed and random effects.

Analysis of Booking.com Reviews – Python, Spacy, NLTK

- Leveraged Python and Spacy to conduct comprehensive analysis of guest reviews and ratings across Europe, revealing insights on customer preferences and sentiments.
- Developed dashboards highlighting top and bottom performing hotels, alongside key features driving positive and negative reviews.

SKILLS

Data Visualization:
- Tableau
- Power BI
- SAS Visual Analytics
- MS Excel

Tools and Frameworks:
- Python
- SQL
- R
- Machine Learning
- Hadoop
- Natural Language Processing
- NLTK, Spacy, LLM

CERTIFICATIONS

BANKING AND FINANCE
- Junior Associate
- AML & KYC
- Certified Associate
- Cyber Crimes & Fraud Mgt.
- SME Finance for Bankers
- Banking Codes and Standards
- IT Security

TECHNICAL
- SAS Visual Analytics - Basics
- SAS Visual Analytics -Advanced
- Data Science with Python from Simplilearn
- Tableau Training from Simplilearn

OTHER ACHIEVEMENTS

- Headed Women's Grievance Cell in State Bank of India, monitoring 33 branch offices.