
R. AKASH

◆ Mobile - 9962985149 ◆
◆ akash9129@gmail.com ◆

Education:

◆ **PGP – Business Analytics & Business Intelligence (BABI), Great Lakes Institute of Management & Illinois Institute of Technology '16**

◆ **Bachelors in Computer Science & Engineering '12**

Score: 82 %
Hindustan University, Chennai

◆ **Higher Secondary Certificate'08**

Score: 62.2%
Bharath Senior Secondary School,
Chennai

◆ **Secondary School Certificate'06**

Score: 50%
Bharath Senior Secondary School,
Chennai

Experience:

INFORMATION DYNAMICS, Chennai (Aug 2012-Dec2013)

◆ **Oracle Developer** - Was involved in developing data centric applications for the Shipping Corporation of India (SCI).

- Also worked for a Chinese Shipping Client – T.S Lines.

◆ Experienced in working with tools such as Oracle forms, Oracle Reports.

◆ Used SQL, PL/SQL (Procedures, Packages, Triggers and other database oriented

Actions) queries and programs in day-to-day activities and maintained the database services that supported the front-end applications developed using Oracle developer suite.

Amazon, Chennai – Senior Associate - Jan 2014 – July 2016

◆ As one of my responsibilities, I managed catalog for Clients/Vendors and ensured the items were set up in the Catalog. Marketplace – Canada. Tools used – Microsoft Excel, VBA, SQL, and MS Access DB, HTML, JavaScript, CSS.

◆ As part of managing the Catalog, analysis of data was done through excel charts, verified and optimized when required to upload it in the website. Tools used for analysis – Excel, Amazon ETL Manager and SQL via Amazon DW platform.

◆ Was also involved in creation of reports using MS Excel, MS SSRS, MS SSIS and dashboards as part of the metrics to sync up with the on-site retail team.

♦ Worked extensively on VB/VBA Macros to automate the day-to-day work process for different teams and marketplaces across the Retail Business Service vertical of amazon. Some of the macros include Internet crawlers and report-based automation. – Tools used – Python, VBA

♦ Created dashboards using tableau to understand the patterns of vendor submissions, prices of the products against each categories and to report the same to the retail team on-site.

Groupon – Business Analyst (Data Sciences) – Jul 2016 –

DATA SCIENCE PROJECTS:

Prediction of Tickets Resolved (In-House):

Predict the number of tickets that will be resolved by an agent.

Methodology- Linear Regression; Tools used – SQL, R, Python, Tableau.

Classification of merchants:

Classify/Segment merchants into categories using clustering technique.

Tools used - Hadoop-Hive, SQL, Tableau, R

NLP/Customer Sentiment Analysis:

The objective of this project is to extract the frequently asked questions asked by users on groupon.com/customer_support, particularly on the 'contact-us' channel.

Tools used – R, SQL, Tableau.

Merchant Health Scorecard:

Score the health status of a merchant / deal (based on deal views, page views)

BI & Data Engineering Projects:

- ♦ Work with stakeholders to build BI reports and dashboards using Tableau (9.1, 10.1, 10.2).
- ♦ Write Views and other database actions using SQL in Teradata environment that support the front end dashboards.
- ♦ Manage the sources in the big data and Hadoop environment using Hive, Pig.
- ♦ Managing data transfer from Teradata to Hadoop environment using Sqoop/In-house ETL tools.
- ♦ Exposure to other visualization tools like D3.js, Orange
- ♦ Automation of reports using VB/VBA, HTML, CSS, JavaScript, Python selenium.

OTHER PROJECTS:

Process Management benchmarking- Correlation between different metrics w.r.t the results achieved every month. – Using R

Web Experiments - Conduct A/B tests, hypothesis tests on Groupon's website data and understand the root causes of various activities – Tools used - R, Hive, SQL, Tableau

Other Projects (Academics):

- 1) ***Prediction of Employee attrition*** – The goal was to predict whether a particular employee would leave an organization or not based on few attribute values and historical data. Initially all the steps related to the model building was done, in terms of cleaning, treating outliers and missing values. The prediction was done using various algorithms like Classification model, Regression, Random Forest and Neural Nets and each was compared among the others basis the performance. Metrics considered were AUC, KS, Confusion Matrix. R was used to for the whole analysis.
- 2) ***Analysis of twitter data*** – The tweets consisting of 'World T20' were pulled from twitter and analysis such as word clouds, graphs were formed to look at the most talked about incident or match at world T20 tournament held in March 2016.
- 3) Designed a visualization application consisting of dashboards and storyboards based on UN data on India for all sectors since 1990. The tool used was Tableau. **Link to tableau public-**
<https://public.tableau.com/profile/publish/India-TheStory/India-TheStory#!/publish-confirm>
- 4) Have taken part in hackathons conducted by online analytics portals.
- 5) ***Brand Health Study of Soaps*** – Worked on a market research project involving soap brands. The motive was to formulate a brand health index involving several brands of soap, segment customers basis their response to surveys and come up with solutions to market the brand accordingly. Techniques used – Clustering, Principal component analysis, and Factor analysis. Tools used- SPSS, R, Excel

Skills:

- ◆ **Programming languages-** VBA/Visual Basic
 - ◆ **Scripting languages/Tools** – HTML, CSS, MS Office Suite, XML, JavaScript, and Unix Scripting.
 - ◆ **Database languages/ETL tools** – Excel, SQL, Oracle PLSQL, and Oracle developer suite, Amazon ETL, MS SSRS and MS SSIS, Teradata
 - ◆ **Statistical, Visualization/BI & Analytical tools** - R, Python, Tableau, Hadoop Ecosystem (Hive, Pig, Sqoop)
-