**M.Vijay Kumar**

**Email**: **nblvijaykumar972@gmail.com**

**Mobile:** +918801316990

**Objective**

Seeking a challenging opportunity that will permit me to apply my knowledge and skills to hone my career in a modern technological environment and to develop scientific temper and spirit of inquire and reform.

**Experience summary**

* Having 1+ years in experience in the field of Analysis, Development and implementation Business Analytics.
* Transforming business requirements into analytical models, designing algorithms, building models, reporting solutions that scale across a massive volume of structured and unstructured data and expertise working Banking domain.
* Having good experience in pre-processing the data including **Data cleaning, Correlation analysis, Imputation, Visualization** and **dimensionality** **Reduction techniques** in Machine learning platforms using **Python Data Science Packages Scikit-Learn, Pandas and NumPy.**
* Good knowledge in building various **machine learning models** using algorithms such as **Linear Regression, Logistic Regression, Naive Bayes, Decision trees.**
* Running statistical analysis and identify trends in the data to maximize profitability for the clients
* Create solutions to assess, predict and to provide decision support for clients.

**Work Experience**

|  |  |
| --- | --- |
| **Company Name** | **Duration** |
| KSR Consulting | Jul 2019 to Till Date |

**Technical Skills**

|  |  |
| --- | --- |
| Statistical Methods | Hypothesis Testing, ANOVA, Correlation , covariance, Univariate, bi-variate and Multivariate Analysis |
| Machine Learning | Linear Regression, Logistic Regression, Decision Trees, Random Forest, Gradient decent, Clustering |

**Education**

**MCA** fromSrikalahastiswara institute of information & management science in the year 2019 with 73%.

**Strengths**

Hard Working Nature and ability to adapt new technologies

**Projects**

**Project1 : Customer Segmentation**

Role : Machine learning Engineer

Duration : Jan 2019 – Till Date

Client :

To group similar purchase customers and to serve better for customer’s needs and wants Group / Cluster based on common characteristics, so Investment banks can market to each group effectively and appropriately.

**Roles and Responsibilities**

1. **Data Gathering**
   1. Collect Sales data (Rolling 12 months)
   2. Cross sales Product Information
   3. Behavioral information
   4. Focus Groups
   5. Locations specific
2. **EDA / Data Pre-processing**
   1. Bring out Insights / buying pattern of customers
   2. Clean data –Missing values, Outliers
   3. Feature Engineering / Selection
3. **Clustering Model**
   1. Building a K-Means model with customer’s buying pattern and characteristics.
   2. Number of clusters is decided on Elbow-Method
4. **List the characteristics of each cluster**
   1. This information will be shared to sales/marketing team for smooth targeting right audience for campaigns

**Project2 :**  **Retail Analysis with Walmart Data**

Role : Machine learning Engineer

Duration : Jan 2019 – Till Date

Client :

One of the leading retail stores in the US, Walmart, would like to predict the sales and demand accurately. There are certain events and holidays, which influence sales on each day. There are sales data available for 45 stores of Walmart. The business is facing a challenge due to unforeseen demands and runs out of stock sometimes, due to the inappropriate machine-learning algorithm. An ideal ML algorithm will predict demand at different points of time covering seasonality and ingest factors like economic conditions including CPI, Unemployment Index, etc.

**Roles and Responsibilities**

1. Perform EDA
2. Treating missing values and outliers
3. Which store has maximum sales
4. Analysis
   1. Which store has maximum standard deviation i.e., the sales vary a lot. Also, find out the coefficient of mean to standard deviation
   2. Which store/s has good quarterly growth rate in Q3’2012
   3. Some holidays have a negative impact on sales. Find out holidays which have higher sales than the mean sales in non-holiday season for all stores together
5. Linear Regression – Utilize variables like date and restructure dates as 1 for 5 Feb 2010(starting from the earliest date in order). Hypothesize if CPI, unemployment, and fuel price have any impact on sales.
6. Time series forecasting model –
   1. Hypothesize if the data is fit for time series analysis – check for white noise probability test
   2. Make adjustments in historical data for events like holidays, if applicable
7. Build ARIMA model to forecast 6 months i.e., input utilize only till April 2012.
8. Predict next 6 months i.e., June to Oct 2010. Check for MAPE.

I hereby declare that the above-mentioned information is correct up to my knowledge and I bear the responsibility for the correctness of the above-mentioned particulars.

***Date:***

***Place: Bangalore Vijay***