

Virendra Vikram Singh

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SUMMARY

- Analytics professional with proven skills in Machine Learning, Data Engineering, and Business Analytics
- 6 plus years of experience in large scale data analysis, statistical modeling, and data-driven decision making
- Passionate about leveraging skills in Statistics, SQL, Python, Machine Learning, Deep Learning, and Big Data tools
- Interest areas: Statistical Inference in Business, Software Engineering, Numerical Optimization, and Simulation

SKILLS

Programming Languages: Python, SAS, Shell

Deep Learning/Machine Learning: Keras, scikit-learn, Pandas, spaCy, Tensorflow, AWS Sagemaker

Visualization: Tableau, Matplotlib, seaborn, Plotly

Big Data: Spark, Hive, Big Query, S3, Oracle, MySQL

Other tools: Git, Analytic Solver, Google OR-Tools, Adobe Analytics, Google Analytics,

Customer Analytics: Hypothesis testing, Customer Lifetime Value, Regression, RFM Analysis, Survival Analysis, Conjoint analysis, A/B testing, marketing mix optimization

Certifications: Customer Analytics by University of Pennsylvania, Machine Learning – Andrew Ng, Google Analytics

EXPERIENCE

Data Scientist

Qualex Consulting – Carnival Cruise line

April 2018 – Present, Miami, FL

- Implementing end to end business strategies by performing data analysis, model development, designing experiments and business evaluation metrics.
- Improved targeted campaigns revenue by 130%; using regression techniques to forecast customer's spending.
- Prevented product cannibalism by 60%; using classification techniques to predict customer's sailing pattern.
- Improve product sales by 9% by developing personalized recommendations using clustering and bandit algorithms; deployed in production.
- Built association rules to improve cross department sales by recommending products on web pages; estimated 5% incremental revenue.

Analytics Engineer

Finest Crown International Holdings

August 2017 – March 2018, Dallas, TX

- Minimized distribution cost of logs by optimizing timber yard locations using clustering algorithms in Python.
- Improve daily productivity by automating and building Tableau dashboards.

Data Science Intern

On Pepper

January 2017 – May 2017, New York, NY

- Delivered end to end intent extraction framework to automate information extraction from PDF documents.
- Extracted payment information from financial documents by designing natural language processing pipeline using spaCy NLP Engine.
- Implemented machine learning and rules-based models to extract desired keywords in Python with 77% accuracy.

Business Data Analyst

Capgemini

April 2012 – June 2015, Hyderabad, India

- Successfully delivered Data Analytics projects by leading an 11-member, cross-functional team on skill development in SAS, SQL, and Insurance domain.
- Optimized insurance product's premium by modeling survival analysis and analyzing associated risk factors.
- Developed clear business goals, testing schedules, duration, performance measures and testing areas by discussing with the clients and coordinating with various vendors.

EDUCATION

M.S. Business Analytics

Minor in Marketing Analytics • The University of Texas at Dallas • Dallas, TX • May 2017 • 3.5

B.Tech. Information Technology

Minor in Data Mining • Rajasthan Technical University, India • Rajasthan, India • June 2011