Virendra Vikram Singh

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SUMMARY

· Analytics Professional with 8 plus years of experience in Data Analysis, creating Business Insights and Strategies.
· Passionate about leveraging skills in Statistics, SQL, Python, Machine Learning, and Data Analytics.
· Interest areas: Business Strategies, Customer Analytics, and building Data Products.

EXPERIENCE

Analytics Manager
Cane Bay Partners VI, LLLP   **February 2021 - Present**
· Managing profitability of client's portfolios by delivering risk management solutions and credit strategies.
· Developed risk neutral 25% loan volume opportunity by generating insights from raw bank transaction data.
· Generated 3% incremental revenue by finding price inelastic customer segments to raise interest rates.
· Increased gross revenue by 3% by improving customer loyalty program for VIP customers.
· Increased loan volume by 9% while minimizing credit risk and bad debt expenses for multiple portfolios.
· Developing and integrating machine learning models with underwriting systems to improve risk performance.

Data Scientist
Qualex Consulting Services - Carnival Cruise line   **April 2018 - January 2021**
· Implemented end to end business strategies by performing statistical 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 personalizing recommendations using clustering and bandit algorithms.
· Improved sales by building cross department product recommendations on web pages using association rules; estimated 5% incremental revenue.

Analytics Engineer
Finest Crown International Holdings   **August 2017 - March 2018**
· Reduced distribution cost by optimizing timber yard locations using clustering algorithms in Python.
· Optimized transportation costs by developing Nonlinear Network Flow Models in Analytic Solver.

Data Scientist Intern
On Pepper   **January 2017 - May 2017**
· 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 rule-based learning to extract desired keywords in Python with 77% accuracy.

Business Data Analyst
Capgemini   **April 2012 - June 2015**
· Successfully delivered Data Analytics projects in Financial Services sector by leading an 11-member, cross-functional team.
· Optimized insurance product's premium by modeling survival analysis and analyzing associated risk factors.
· Trained team members on SAS, SQL, AS400, UAT, and Life Insurance domain knowledge.

EDUCATION

M.S. Business Analytics
Minor in Customer Analytics · The University of Texas at Dallas · Dallas, TX · 2017 · 3.5

B.Tech. Information Technology
Rajasthan Technical University · Rajasthan, India · 2011

SKILLS

• **Programming Languages: Python, Base SAS, Shell script, JavaScript**
• **Deep Learning/Machine Learning: Keras, scikit-learn, Pandas, spaCy, Tensorflow, AWS Sagemaker**
• **Visualization: Tableau, Matplotlib, Domo, seaborn, Plotly**
• **Big Data: Spark, Hive, Big Query, S3, Oracle, MySQL, SQL Server**
• **Other tools: Git, Analytic Solver, MS Excel, Adobe Analytics, Google Analytics, Provenir**
• **Customer Analytics: Hypothesis testing, Customer Lifetime Value, Regression, RFM Analysis, A/B testing**

CERTIFICATIONS
• **Machine Learning – Andrew Ng**
• **Customer Analytics by University of Pennsylvania**
• **SAS Institute-UTD Data Mining**
• **Google Analytics**