

Virendra Vikram Singh

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SUMMARY

- Data Science & 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: Customer Analytics, and building Data Products.

EXPERIENCE

Analytics Manager

STX Insights 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.
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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