**Varadarajan C Kousikan**

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**Education**

* PG Dip in Actuarial economics from Madras School of Economics, Chennai
* BBA from University of Madras, Chennai

**Strengths**

* Close to four years of experience in analytics, data mining
* Quantitative bent of mind with the ability to solve complex problems

**Skills**

* Expertise : Demand Forecasting, Pricing Models
* Databases : Oracle, Teradata, MS SQL and Hive
* Languages : R, Python and SAS
* Techniques : Regression, Classification Models, Time Series Analysis ,Neural Networks

**Experience**

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| **LatentView Analytics Pvt Ltd** | May-2011 -Present |

***Client: Hotwire, Inc.***

Developed Pricing algorithm to determine the optimal markup for rental cars across different locations taking into the effect of holidays and weekend.

***Client: Sears***

Developed models to estimate price elasticity for a category of products. Two-Stage Least Squares was used to develop the models at Product, Class and Line levels.

***Client: Orchestro***

Used neural networks to generate forecast at different forecast periods (Daily, Weekly and Monthly) for products across stores. The models were integrated into a product that sends out early warning messages to store managers and sales reps before a stock out occurs.

***Client: PepsiCo India***

Led a team of analysts to develop demand forecasting model using time series techniques such as ARIMA to project the demand for different SKUs. This helped the client in better supply chain planning in order to meet the market demand for their different products.

Also supported the demand planning team in their monthly supply and operating plan reports that is used by the client to make monthly production decisions and automated some of these regular reports that greatly increased the turnaround time and in turn the overall efficiency of the reporting process.

***Client: Metlife India***

Worked with the team of analysts to understand key business hypotheses, identifying and profiling participants of life insurance. This enabled the client to prioritize their calling process and perform targeted interventions for revival - in effect increasing their revenues.

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| **Recognitions & Achievements** |  |

* Won ‘Spirit of LatetnView’ award for outstanding work.
* Won ‘Sensei’ award for team lead.