## **RESUME**

## **Professional Overview:**

Mr xxxxxx is an engineering graduate from BIT, Bangalore. An astute professional with 2 + years of work experience in Data/Pattern Analysis, Prediction model building, Business process improvements, Visualization and Process implementation and KPI design.

**Summary:**

* Data Analysis , provide insights and provide necessary recommendations
* Building prediction models to predict the business objectives there by assessing the risk of not meeting the business goals
* Data mining techniques such as Principle Component Analysis (PCA), Association rules and recommendation Systems, cluster analysis
* Machine learning algorithms such as Decision tree, Naïve Bayes, k-NN,SVM and Neural Networks.
* Time series analysis and building models based on the scenario to forecast the business interests
* Built time series models using ARIMA methodology
* Text mining and sentiment analysis
* Customer analytics concepts such as segmentation and conjoint analysis
* Worked on R, Alteryx, Tableau, SQL, XL miner, MEXL, and familiar with @Risk

## **Skill Set:**

1. Business Analytics
2. Data Analysis
3. Data mining /Machine Learning
4. Building prediction models
5. Data Visualization with Tableau
6. Text Mining

## **Diploma/Certifications:**

* Received certification for successful completion of course in TABLEAU from Wipro Technologies
* Received certification for Successful completion of course in DATA ANALYTICS from Excelr Solutions

**Project 1: TEXT ANALYTICS USING MACHINE LEARNING**

Tools: R

Techniques: Naïve Bayes Machine Learning algorithm

Objective is to classify the text records which are logged by users of a large application of a Health Insurance firm in to different classes and route them to respective teams to act on requests.

Users log their requests related to enquiries, Issues they face and any clarification they needed. Also third party log the requests related to claims, clarifications etc. Currently classification is being done manually by domain experts.

Considered the data in billing division, defined and standardized the classes definitions. Got training data set coded manually with the standardized definitions. Divided the data set in to training and validation sets in 60: 40 ratio respectively. Data pre- processing techniques included– removing stop words, extra white spaces, numbers, stemming the words. Tokenization was done using DocumentTermMatrix and sparse matrix was built. Built the Naïve Bayes model and validated the model using validation set. Accuracy of the model was improved by changing the Laplace constant. Finally model accuracy was at 83%

**PROJECT 2: ACCEPTING PERSONAL LOAN OFFER**

Tools: R and Tableau.

Techniques: Decision tree

Objective: To identify those customers who will likely accept the offer of new personal loan

The customer base of Asset customers was quite small, and the bank wanted to grow this base rapidly to bring in more loan business. Specifically, it wanted to explore ways of converting its liability customers to Personal Loan customers. Considered the data provided by the clients containing personal details of the individual customers. Performed the EDA on the data set provided and built decision tree model based on the previous behavior of the customers to analyze that what combination of parameters make a customer more likely to accept a personal Loan

**PROJECT 3: BUILDING PREDICTION MODEL FOR VEHICLES OF A FIRM**

Objective: The goal is to build a prediction model to predict the MPG of a vehicle based on the given set of variables with good accuracy.

Tools: R

Techniques: Regression, scatter diagram, Normality check , added variable plot, VIF, Residual plots, Index plot, cooks distance plot .

Model building Process:

Variables were checked for the normality and used scatter plot to detect the correlation between the variables and ran regression equation in R software. Examined the significant variables based on the t test and complimented the t test results with added variable plot and residual plus component plots. Examined the residual plots, Index plot and cook's distance plots. Based on the scatter plot and VIF values identified that there was collinearity existed between two variables. Tried log transformation of one variable and ran the regression again and got satisfactory results and R-square is 83% and adjusted R square was 81%. And built confidence intervals for model coefficients.

**PROJECT 4: MARKETING TO FREQUENT FLIERS**

Tools: R

Techniques: Cluster Analysis (hierarchical and K-means clustering)

Objective: The goal is to try to identify clusters of passengers for an eminent Airlines that have similar characteristics for the purpose of targeting different segments for different types of mileage offers.

Analysis: Applied the hierarchical clustering (Euclidean distance & Ward’s method) and plotted the dendrogram. Identified the 3 cluster- High spending, medium spending and Low spending - with help of dendrogram and compared the results with k-means clustering. By making use of this data, airlines can announce various offers to various segments

Organization: Wipro Technologies, Duration NOV’14 to till date:

* As a consultant, working closely with the clients in identifying pain areas in Business
* Defining the project scope and suggesting tools and analytical techniques
* Analyzing, Interpreting patterns in large sets of data and provide insights to the management
* Statistical analysis of various projects through usage of appropriate statistical techniques such as linear regression, Logistic regression, time series, segmentation, clustering, ANOVA.
* Providing solutions to the business problems by applying analytics techniques such as Regression, time series, clustering and Machine Learning
* Built POCs and present to the clients
* Preparing comprehensive analytical record and taking concurrence from the stakeholders
* Identifying the improvement areas, implementing the action items and verifying the effectiveness of the improvements by applying the statistical techniques.
* Visualization of KPIs

**Educational Qulaification:**

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## **Personal Details:**

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**DECLARATION:**

I hereby declare that all the above furnished details are true to the best of my knowledge.

**Date: 01/22/2019 xxxxxxxxxxxxxx**

**Place: Bangalore**