

PERSONAL INFO

EDUCATION

GRAD, Top 20 Business School

Master of Science in Business Analytics (*specializing in marketing and pricing*)

- GPA: 3.46/4.0 (3.7 in quant heavy courses: *Predictive Modelling, Data Management, Time Series, Marketing Analytics II, Capstone*); GRE Math: 165/170
- Marketing & Pricing coursework in consumer behavior, customer lifetime value, pricing strategies and marketing mix analysis
- Launched the graduate program analytics blog, XXX, and interviewed prospective students

ONLINE COURSES

- **John Hopkins University** on Coursera – R Programming (*secured 96%*)
- **The Wharton School** on Coursera – Introduction to Marketing (*secured 92%*)

UNDERGRAD (*Top 10 Private College in Electronics & Communications*)

Bachelor of Engineering in Electronics & Communications

- GPA: 8.82/10 (*Top 20% in department*)
- Placed 1st in state level paper presentation symposium out of 75 teams (Topic: *Design and Implementation of Carry Look-Ahead Adder using Cadence Tools*)
- Placed 2nd in the Corporate Trivia Regional Final out of 500 teams (*XXX Quiz Competition*); launched the first trivia club

WORK EXPERIENCE

Company 3 (*MBB Competitor*)

Consultant

Customer Segmentation and Analysis (*Customer Insights Team*)

- Defined customer segments for a top 3 tax prep company, extracting insights on purchase behavior and the influence of promotions on customer acquisition/retention across the company's 6,500 retail store
- Sole consultant responsible for streamlining the data preparation process utilizing MS SQL Server and Tableau environments
- Selected by leadership to help develop a pricing proposal for the same client

Data Hub Strategy

- Developed company-wide data management strategy for a top 15 pharma company to support the growth of a \$1B drug by enabling effective utilization of disparate data sources across 100+ global teams
- Secured 6 month implementation work

Company 2 (*Top HealthCare Consulting Firm*)

Business Analytics Associate (*Patient Level Data Team*);

- Performed Phase 1 (3 phase engagement) analysis of physician receptivity in an orphan drug market for a top 10 pharma company, leveraging claims and affiliation databases; facilitated seamless transition of knowledge to the team working on Phase 2
- Designed a cross-brand tracking dashboard using MS Excel to help optimize execution of an established copay card program for a top 15 pharma company
- Placed 1st out of 30 teams (150 participants) at XXX Team Case Competition

COMPANY 1 (*Pure-Play Analytics Provider*)

Business Analyst (*Marketing Analytics*)

- Spot Award: recognized for providing quality work under tight deadlines
- Supervised streamlining of the calculation of new money metrics used in maintenance of a Teradata database for a top 3 Australian bank;
- Increased profitability by 30% by developing a potential-workload balance algorithm to optimize sales-force alignment and increase coverage in high potential areas for a top 10 pharma company; secured additional work for company
- Sole analyst responsible for reducing data processing time by 90% utilizing the Hadoop-Hive environment for a top 10 pharma company (proof of concept)
- Improved aisle product management across 3,500+ superstores for a top 3 retail company by automating the creation of a data-mart using Microsoft SQL Server, synthesizing store level data based on business logics

GRADUATE ANALYTICS PROJECTS

Global Fleet Operations Repair and Maintenance Forecasting – *Graduate Capstone Project*

- Leveraged machine learning models (random forests, support vector machines and logistic regression) to predict transmission failure of the global fleet for a Fortune 10 telecom company to facilitate taking preemptive maintenance action
- Utilized SMOTE (Synthetic Minority Over-Sampling Technique) to handle class imbalance in the data
- Recommended implementation plans to increase annual cost savings by \$350,000

Predicting Restaurant Success – *Graduate Predictive Modelling Course Project*

- Developed a logistic regression model utilizing the lasso regularization to identify key attributes in predicting the success of restaurants in Los Angeles using Yelp data

Product Line Pricing Strategy Utilizing Customer Preferences – *Graduate Pricing Course Project*

- Designed a demand simulator using conjoint analysis to understand customer preferences and determine optimal prices across a product line in the video rental market

Customer Churn Prediction – *Graduate Marketing Analytics Course Project*

- Determined the key variables contributing to customer churn in a mobile phone market using predictive modelling techniques (logistic regression and random forests); identified potential retention strategies for high probability churn customers

LEADERSHIP EXPERIENCE AND VOLUNTEERING

Community Ambassador - *XXX Family Support Services of YYY*

- Currently undergoing training to better understand perceptions of XXX communities in YYY and enable them to move towards a strategic response to domestic violence

Site Lead – *Volunteering Day*

- Led a group of 25 employees in community upliftment services, helping the disabled and chronically homeless in XXX through the YYY Program

School Captain – *XXX School*

- ‘XXX Best Overall Student’ Award for outstanding academic and extra-curricular activities; represented the student body in school administration and helped organize meetings and events

ADDITIONAL INFORMATION

Skills: R, SAS, SPSS, Tableau, Hive, Python, MS Excel, MS PowerPoint, VBA, Oracle SQL, MS SQL Server, Teradata, C/C++,

Languages: Fluent in X1, X2, X3

Interests: Reading, Soccer, Running, Trivia, Humor