www.linkedin.com/in/virendravikram
https://github.com/virendravikram2

VIRENDRA VIKRAM SINGH

vikram.viren@gmail.com
(469) 826-3092

SUMMARY

- Analytics professional having 3+ years of experience with proven skills in Customer Analytics, Data Mining, Predictive Modeling and Reporting

EDUCATION

M.S. Business Analytics   **The University of Texas at Dallas**   **May 2017**

B.Tech. Information Technology   **Rajasthan Technical University, India**   **June 2011**

Relevant Courses:

- Machine learning
- Market Research
- Marketing Predictive Analytics
- Data Management
- Business Statistics
- Digital Analytics

TECHNICAL SKILLS & CERTIFICATIONS

- **Programming Languages:** Python, Base SAS, R, SQL
- **Analytics Tools:** Tableau, Adobe Analytics, SAS Enterprise Miner, Analytic Solver, scikit-learn, spaCy, Pandas
- **Big Data:** Hive, Pig, Spark, Hadoop
- **Database:** Teradata, MySQL
- **Certifications:**
  - Customer Analytics by UPENN
  - Big Data Coursera
  - SAS Institute-UTD Data Mining
  - Google Analytics

PROFESSIONAL EXPERIENCE

Data Science Intern   **On Pepper**   **January 2017-May 2017**
- Designed Natural Language Processing pipeline using spaCy to extract payment information from financial documents
- Implemented machine learning and rule based models to extract desired keywords in Python with the accuracy of 77%

Business Data Analyst   **Capgemini**   **April 2012- June 2015**
- Led a cross-functional team of 11 members on skill development in *SAS, SQL, AS400* and *Life Insurance* domain while successfully delivering Data Analytics projects
- Developed **COX-Model** in *SAS* to optimize the insurance premium for senior citizens by analyzing mortality and risk factors
- Automated daily productivity report by developing dashboards and blending different data sources in *Tableau*
- Minimized conflicts by using data driven approaches and process re-engineering using customer complaint data
- Identified functional gaps through analysis of Business and Functional Documents to trace user requirements and customization
- Assisted in Effort Estimation, Detailed Project Planning, Resource Mapping and SLA monitoring

RELEVANT PROJECTS

Distribution based models   **November 2016**
- Forecasted Gross Rating Point and exposure of display/ads using discrete time model (Poisson & NBD Model)
- Implemented survival function to forecast *customer churn* probability using Shifted Beta Geometric model
- Forecasted demand for a new product by implementing Exponential Gamma Model for continuous time duration

Marketing IRI Data- Ketchup scanner data - SAS & Tableau   **May 2016**
- Generated insights on **brand switching**, **promotions** and **discount** effectiveness of different brands
- Published effects of **price sensitivity** and **cross price elasticity** on market shares for different markets and brands
- Utilized **RFM analysis, Ranking** and **Panel Regression** on 5.6 million scanner records

Dimensional Model Design for E-Commerce Company   **December 2015**
- Implemented an Entity-Relationship, Logical Model for E-commerce transaction data and designed the database using Teradata, MS Visio and Access

Digital Analytics on cross-platform data using Adobe Analytics   **October 2015**
- Provided recommendation on visitor acquisition and retention by analyzing mobile app, PlayStation store data etc.
- Performed inferential analysis on user statistics, marketing channels, segmentation and conversion funnel