
PROFESSIONAL OVERVIEW

Highly motivated, focused and result oriented software engineer with 3 years of experience specializing in analytics. Seeking a challenging position in the field of analytics and business intelligence.

- Delivered actionable results for complex open-ended problems concerning customer loyalty, forecasting demand, predictive modeling and customer segmentation.
- Leveraged data analytics and search engine marketing knowledge to generate insights for optimizing internet marketing campaigns for ecommerce company WeLoveColors Inc.
- Expertise in searching, validating, re-engineering and customizing softwares to achieve business goals.
- Managed multi-cultural teams and developed strong relationships with global colleagues and customers.
- Well versed in analytics solutions such as SAS, SPSS and JMP and proven ability to create and re-engineer analytics solutions in SAS at code level.

EDUCATION

NORTH CAROLINA STATE UNIVERSITY – INSTITUTE FOR ADVANCED ANALYTICS, Raleigh, NC

Master of Science in Analytics, Degree expected in May 2009

- Courses: Applied Statistics, Business Intelligence, Logistic Regression, Time Series and Forecasting, Web Analytics, Marketing Research, Text Mining, Advanced Data Mining, Geospatial Data Analytics, Survival Analysis, Financial Analytics, Risk Analytics, Optimization Research and Process Management.

UNIVERSITY OF DELHI – DELHI COLLEGE OF ENGINEERING, Delhi, India

Bachelor of Engineering in Information Technology, 2002-2006

- Courses: Applied Mathematics, Computer Programming, Data Structures, Analysis of Algorithms, Databases, Distributed systems, Compilers, Operating Systems, Software Engineering, System Analysis and Design, Operation Management, Financial Management.

PROFESSIONAL CERTIFICATIONS

Advanced SAS Programming – SAS Institute, February 2009

Predictive Modeler Using SAS® Enterprise Miner™ 5.2 (In progress) – SAS Institute, April 2009

Six Sigma Black Belt (In progress) – North Carolina State University, March 2009

Communication Skills Certification (In progress) – C3C Communications, March 2009

Oracle 9i DBA Training – Software Technology Group, December 2004

TECHNICAL SKILLS

Programming Languages: SAS, SQL, C#, C/C++, ASP, HTML, JavaScript and XML.

Software Packages: SAS, Enterprise Miner, JMP, SPSS, ARCGIS, Text Miner, Google Analytics.

Excel, Oracle crystal ball, Risk Solver.

SQL Server, Oracle9i, Visual Studio.NET, VSS, Clear Case, ORCA, Rational Rose.

RESEARCH AND PROFESSIONAL EXPERIENCE

TRAVELOCITY – MASTER'S PROJECT

Current

- Synchronized understanding of overall business process by re-defining problem statement, scope, constraints, deliverables and process flow.
- Proposed creative analytics solution to prospectively decrease the customer churn rate to 70%.
- Re-engineered existing analysis techniques to solve the business problem.
- Developed code for implementing sequential market basket analysis, which saved Travelocity more than \$120,000 per license to purchase SAS enterprise miner for same analysis.

RESEARCH AND PROFESSIONAL EXPERIENCE
(Continued)

WELOVECOLORS INC. – WEB ANALYTICS PROJECT

Current

- Analyzed website usage reports and email marketing campaigns through multivariate testing to improve click-through rates.
- Optimized the search engine marketing and enhanced pay per click ad campaigns.
- Experimented with google analytics to learn implementation level details and best practices.

NORTH CAROLINA STATE UNIVERSITY – SUMMER TERM PROJECT

- Presented comprehensive data analysis that involved data preparation, statistical analysis, cluster analysis, decision trees, market basket analysis and geospatial analysis on transactional data.
- Proposed recommendations to improve profit margins with targeted marketing.

NORTH CAROLINA STATE UNIVERSITY – MARKETING COURSE PROJECT

- Performed need based customer segmentation and conjoint analysis on the questionnaire assessing personal characteristics for choice of certain alcoholic products using SPSS.
- Researched and compared different clustering techniques for generating need based segments.

NATIONAL SUN YAT-SEN UNIVERSITY, TAIWAN – INTERNSHIP

- Implemented Genetic Algorithms for Data Mining. Experimented with adaptive mechanisms for parameters such as probabilities of operators, size, step of mutation, crossover, and generations.
- Researched existing data mining software packages, employing genetic algorithms for classification.
- Assisted National Chair Professor Dr. Teng Peng Liang to revise his widely read book “*Decision Support Systems and Intelligent Systems*”.

WIPRO TECHNOLOGIES AND MENTOR CORPORATION – CLIENT PROJECT

- Developed and integrated enterprise level hospital management system with nine 3rd party tools such as Infragistics, QuickBooks, HL7, etc to provide end users multiple features in one system.
- Designed deployment strategy, licensing, auto-update and patch deployment which enabled company to validate licenses securely and provided application updates automatically to end users.
- Implemented and coordinated “Globalization” and “Restructuring” project strategy, adhering to best coding practices and enhanced code maintenance techniques.
- Published white papers on “*Deployment and Packaging*” and “*Globalization*” in company’s knowledge base.
- Joined as a Fresher in project and within a month became Module Lead for setup and deployment.

WIPRO TECHNOLOGIES AND NORTEL NETWORKS – CLIENT PROJECT

- Created customized “Setup Wizard” with multi-language support which enabled client to use the application for deploying and updating all enterprise product installations.
- Interacted weekly with client as Module Lead for design documentation, coding, change requests and testing.

HONORS AND AWARDS

Feather in My Cap Award

– Award for Commitment and Hard Work in Projects, Wipro Technologies, 2007

Exceeds Expectations Employee Rating

– Annual Appraisal with 50% Salary Hike, Wipro Technologies, 2007

Finalist – “Technovision – Paper Presentation Contest”

– TROIKA, DCE’s All-India Inter-College Technical Fest (IEE-IEEE Society), 2006

1st Prize for “Cranium – C/C++ Programming Contest”

– PHOENIX, DCE’s All-India Inter-College Technical Fest (Computer Society of India), 2005

2nd Prize for “Epitome II – On-the-Spot Programming Contest”

– INNOVA, DCE’s All-India Inter-College Technical Fest (SAE Society), 2005

2nd Prize for “Facet – On-the-Spot Programming Contest”

– MACH, DCE’s All-India Inter-College Technical Fest (SAE Society), 2004