
EDUCATION:

University of Cincinnati, Ohio, United States

Masters in Business Administration, 100% Graduate Scholarship, Cumulative GPA: 3.9/4

Expected December 2016

Anna University, Chennai, India

Bachelors in Computer Science and Engineering, GPA: 7.9/10

December 2012

EMPLOYMENT:

Senior Analytics Consultant

Mu Sigma (Unicorn)

January 2014 – June 2015

- Led a team of 4-8 analysts and delivered 80+ ad-hoc projects spanning executive decisions, marketing, member loyalty programs, leveraging SQL, Hadoop/Hive, SAS, R, Python and Tableau for visualization
- Won a \$1M Fortune 500 engagement through effective POV and storytelling and compelling visual presentation
- Developed analytical framework to analyze 1.5M items to remove underperforming products from retail shelves
- Wore different hats including individual contributor, developer, visualization specialist and project manager
- Reduced number of issues by 40%, improving quality of deliverables by identifying bottlenecks, saving \$400,000

Analytics Consultant

Mu Sigma (Unicorn)

June 2012 – December 2013

- Developed roadmap and engineered store assortment optimization algorithm that generated 6% sales lift
- Designed logistic regression classifier predicting shoppers for Back to School campaign with 78% accuracy
- Defined KPIs, loyalty metrics for credit card program, performed customer segmentation for 3M shoppers

MBA Intern

Heron Bay Capital

June 2016 – August 2016

Heron Bay Capital is an actively managed, absolute return long/short consumer hedge fund with \$120M AUM

- Developed a Markowitz Optimization model for portfolio that improved returns by 18%, reducing 7% risk
- Valued upcoming IPOs using DCF models and market models. 11 out of my 12 recommendations were directly consumed by CIO to manage \$30M portfolio

Graduate Assistant

University of Cincinnati

January 2016 – Present

- Engineered use of data to improve student retention, scholarship allocation, employment, graduation rate
- Institutionalized data analytics and reporting for world university rankings for 8+ major publications
- Interacted with key stakeholders, enhanced automation, generated insights to drive decisions

Founder and Executive Editor

Musicperk.com

February 2011 – June 2012

Musicperk is one of the world's top 200 music blogs and features emerging music artists

- Conceived and launched Musicperk; 0-200k INR in revenue; hired, managed and mentored a staff of 12
- Grew Musicperk 0-20k monthly visitors, published 1000+ articles featuring music artists from 30+ countries
- Developed business with clients in USA, UK, Canada and Singapore

SKILLS:

- Project management (Trello, Basecamp), team building, using large datasets ~40TB data
- **Programming:** SAS, SQL, R, Python, VBA
- **Data Visualization:** Tableau, VBA, D3 Js, HTML/CSS
- **Advanced Analytics:** probability distributions, data modeling, sampling, EDA, hypothesis testing, regression, forecasting, Monte Carlo simulation, risk analysis, classification(logistic regression), clustering, decision trees, optimization (linear, integer, non-linear), sensitivity analysis, database normalization
- **Valuation and Financial Modeling:** Discounted cash flow, market and transaction based models, Markowitz model, portfolio management, Jensen's Alpha