

## Saketh Ram Kayam

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### Summary

An ambitious professional with 5 years of experience in the field of e-commerce and healthcare, working in the space of pricing analytics, cashless claim processing, business intelligence, project handling and competitive pricing. Passionate about being involved in business analysis on the huge data volumes leveraging the SQL with data feeds and metrics jobs. Dedicated team leader with good expertise on simplifying the process, ideating the team and stakeholder management skills.

### Experience

#### **Business Analyst (Product Management) - Medi Assist Healthcare Services**

##### **January 2021 to Present**

- Developing products that optimises the team's TAT on the claim processing while also maintaining quality of the process with details of extrapolated impacts on headcount and quality metrics.
- Creating relevant reports and dashboards to measure the success metrics/ongoing status of the project in the visualization tools like Power BI and Data studio for the leadership and larger audience.
- Performing time to time analysis to understand and create the possibility of automating the claim approvals basis the insurer level and corporate level policy terms and conditions.
- Leading the interactive sessions with the senior leadership of operation teams and other stakeholders to identify the opportunities for improvements and enhancements and work with the engineering teams to build the features required for quick claim processing.

#### **Business Intelligence (Pricing Operations) - Amazon Development Centre**

##### **January 2018 to January 2021**

- Responsible for the data extraction/analysis for the worldwide countries of Media ledger products consisting of millions of units using the SQL Aginity workbench and ETL.
- Making/Scheduling reports through the metrics jobs for the weekly, monthly and quarterly business reviews to the worldwide media marketplaces from ETL.
- Optimizing the team's efforts by automating the manual efforts on data processing through the system based processing using queries from multiple databases.
- Project Initiations, Data Mining activities for the new projects, collaborating with the Data Engineering teams and the technical teams to facilitate centralized reports with essential data driven elements for competitive price analysis were core responsibilities.
- Stakeholder management with internal teams and the country level vendor managers on the process changes, metrics fluctuations and handling the bulk data processing for the retail analysis purposes. Involves cross-country benchmarking on the metrics and forecasting the drops/gains based on the real-time changes like declining physical media selections across the world.
- Leading the team with effective and efficient work allocations, prioritizations with high-level cognizance on the huge volumes at the Media selection. Handling escalations, performing weekly deep dives, conducting CAPA sessions with the team, actively counselling the team were additional responsibilities.

#### **Pricing Associate - Amazon Development Centre**

##### **April 2016 to January 2018**

- Worked as a pricing associate for Germany Consumables products. Performed focused absolute pricing comparisons based on the seasonality, inventory and sales and relative comparisons based on the

- units and volumes of the products.
- Was involved in multiple process improvements to shorten the manual effort by working with the internal automation team on a weekly basis and reduced the non-value added activities.
- Training and session handling with the team on a monthly basis on the pricing behaviours. Ticket management and guideline improvements were few core tasks/achievements.

## **Professional Education**

### **- Sharda University (2011-2015)**

Graduated with a Bachelor's Degree in Mechanical Engineering with a CGPA of 8/10. Was heavily involved in projects like Automatic Side stand Retrieval System and Neutral Train Examiner Rejections (Indian Railways) that gave huge recognition to the college.

### **- Secondary School (09-11) and Matriculation (08-09)**

Obtained 95% in the Secondary School and 87% in the Matriculation in the ICSE course. Often had practical experience on the subjects.

## **Skills and Strengths**

- SQL server, PostgreSQL (Data Extraction and Data Scheduling)
- Quick Sight, Power BI, Tableau and Data studio (Reporting and Dashboards)
- MS Excel (Advanced usage) and other Microsoft products like Word, PowerPoint, SharePoint and Access
- Strategic Planning and Project Planning
- Business Data Analysis
- Dive deep, Bias for Action and Curiosity
- Effective Communication Skills, Analytical skills, Time Management, Self-Managerial skills and ability to further grasp new skills.

## **Projects/Initiatives**

### **1) World Wide Media Metrics Dashboard (Amazon)**

Tools Used: SQL, ETL, Windows Share, Excel

Project Description: The objective was to create a dashboard containing the end-to-end process of the workflow with all the output metrics and input metrics responsible for the outputs. The project was designed to enhance a single window to track the whole process, with the drop and gap checks. This involves the defect observations starting from the importer teams until the price approval teams with a regular automatic data update process designed from the usage of SQL, Windows Share and SharePoint.

Process: The process is a complete automated process with scheduled outputs based on the country level query execution timelines. The process involved nine different queries with various data sources for the whole workflow process of the entire pricing team. These queries were executed through the metrics jobs from the ETL linked to the scheduled queries and were routed to the shared internal network, which further was routed to the SharePoint for visibility. The dashboard consisted of daily output metrics, historical metrics

trends, forecasted metrics drops/gains, defect identifiers, input metrics, competitive pricing index, productivity trends, accuracy trends, lags at automation channels and other internal factors responsible for the whole pricing process.

Results: The dashboard proved to be a very effective tracker for the metrics and health of the team's performance. This reduced the efforts of the team to seek data from multiple sources. The regular catch-ups on the tracking of these metrics resulted in 80% metrics benefits and acted as a certain opportunity identifier. This proved to be a time saver for the team members and the metrics propagator for the team. With the impacts of these, the idea and usage was populated to other ledger teams across the pricing team.

## **2) Dynamic Crawl Rates (Amazon)**

Tools Used: SQL Aginity Workbench, Excel

Project Description: The objective was to design a dynamic crawl frequency calculator based on the historical price changes at Amazon for the different segments of product types. A template was created to give the price change frequency required based on the seasonality, product type selection volumes and the index from the products in demand. The index details are dynamic values based on the demand of the products, which was queried using SQL as regular output and acted as the input for the template. This has resulted in a shift of price changes from the products with less demand to the products with high demand thereby resulting in the even price competitiveness across the product types.

## **3) Project MAtrix - Cashless Claim Automation (Medi Assist)**

Tools Used: SQL server, Power BI, Google Data studio, Big Query, Rules API, Zoho (Product Management Tool)

Project Description: The project MAtrix is designed to automate the cashless corporate claims and reduce the claim processing time by providing automated inputs on the processing path. The project aim is to automate at least 50% of the claims without manual intervention.

The project is partitioned into three stages containing a) automated inwording of documents with system suggested ailment codes and specific bill details. b) System based mapping of bill particulars to appropriate categories based on direct and percentage match of historical audited mapping data. c) Execution of rules built on rule engine API based on the insurer wise, ailment wise, policy wise terms and conditions. These rules determine the eligibility of the patient, claim amount limit, ailment capping, proportionate deduction, payable amount and non-payable amounts of the claim. Any suspicious claims will be audited by a manual team for Loss Control.

Responsibilities:

- Working with the engineering teams to develop the product with the relevant features for smooth processing. Reporting the bugs identified and the enhancements requested by the senior leadership and tracking them to closure with the defined ETAs from the engineering team with the help of Zoho Project Management Tool.
- Creating the dashboards for the success metrics, interim reports with the live tracker on the claim status on the Power BI and data studio visualization tools to provide visibility to the senior leadership and operational teams.
- Lead the weekly discussions with the metrics trend and propose the next steps of the project to the stakeholders like engineering teams and operational teams, while also creating the platform for the teams on any observations.
- Building the Rule Engines with the logics responsible for the claim decision, claim status and other major cuts of payments by discussing the detailed conditions of the policies with the relevant stakeholders.

- Performing the analysis on the claims and propose the claim sets based on ailments, policy types, claim amounts for the auto approvals without any manual intervention for quickest possible approval process during the times of COVID.

#### **4) Exclusives Handling (Amazon)**

Tools Used: SQL, ETL, SharePoint

Project Description: The idea on the project was to automate the process of Amazon Exclusive products and routing them to a portal carrying the exclusives.

Responsibilities: This process required consolidation of the strings, publisher codes and other data points used at worldwide marketplaces that are used to categorize the products as exclusives.

Utilizing text detection process on the different language strings and queried to extract the exclusive products based on strings

Categorizing the exclusive brands, vendors, publishers through the various codes and variables used at multiple tables, thus making these prices refrain from competitiveness.

Working with the retail/category leaders to exclusivity checks on the products with gift cards and add on products to ensure independent prices.

Create a metrics reporter for the exclusive products and their impacts on the price competitive index and further excluding them from the weekly/monthly business reports.

#### **Personal Details**

- DOB: May 5, 1994

- Languages: Telugu, English, Hindi, Kannada

- Address: 4-101, Sairam Street, Gajulamandyam, Tirupati, Andhra Pradesh – 517520

- Hobbies: Watching Football, World Geography, Watching Movies, Automobile Designs and Indian History

- Bengaluru

- Saketh Ram