

## GIRISH ANKADALA

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### JOB ROLE

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A dynamic, team-spirited and result oriented individual with 5 years of experience, seeking to utilize analytical skills and collaborate with cross functional teams to devise strategies backed by data-driven analytics. I manage analysts and coach them to deliver projects independently.

### WORK EXPERIENCE

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#### SYNCHRONY

*Senior Business Analyst, Credit Card Portfolio Analytics*

*(Nov'18 – Present)*

- Developed daily/channel level **new accounts/acquisition budget forecast** and drive acquisition strategy to meet accounts/budget plan for the year.
- Built monthly **Sales Forecast** by cardholder segment/sales category and update the portfolio leaders with **areas of opportunity to drive more revenue**.
- **Lead the Strategic Initiatives workstream:**
  - Ideate strategy, assess the impact and create executive summaries with recommendations.
  - Sizing the impact of pandemic booked accounts to lower loss rates, identified opportunity to drive more new accounts and optimized the cost per acquisition.
  - Conducted design of experiments to drive higher purchase activation of EMOB cardholders, optimized the strategy thru decision tree and lowered the marketing cost by 50%.
  - Ideated strategies to drive higher share of wallet and identified cardholder opportunity segments.
  - Analyzed the impact of new value proposition by cardholder segment, SKU and MCC
  - Identified events within 12 months of cardholder journey which correlates with profitability using logistic regression and created strategy to push those events.
- Conceptualized and built a new accounts diagnostic tool on Tableau, enables me to save 0.5 FTE.

#### AXIS BANK

*Manager, Business Intelligence Unit (BIU)*

*(Apr'18 – Nov'18)*

- Developed **unsupervised learning model**, by using Latent Semantic Analysis (NLP technique), Singular Value decomposition and K-means clustering to identify themes of historical fraudulent staff activities.
- Incorporated a use case on Big data lake by creating data asset for **KYC risk reporting** mapping dozens of source systems of cardholder touch point, validating the KYC details and reporting it to RBI.

*Deputy Manager, Business Intelligence Unit (BIU)*

*(Jul'16 – Mar'18)*

- Built **point of compromise (POC) tool** on big data to tackle fraud risk from skimming frauds.
- Set up a framework to report suspicious transactions to detect and prevent credit/debit card fraud thru ANN score and decision tree approach.
- Created **link analysis** tool to identify suspicious group of customers working together to launder money.

### AWARDS AND RECOGNITION

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- **Recognized by GM of Sam's Club** for driving strategic initiatives
- Sam's Analytics leader appreciated for developing EMOB Strategy and building new accounts diagnostic tool
- BIU Star award for setting up AML framework and EWS to monitor fraudulent activities.
- BIU Star award for leading Collection Analytics data mart.

### TECHNICAL SKILLS

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- Proficient in SQL, SAS, SAS E-miner, Tableau, Python, R, Hive, PySpark, Excel and PowerPoint

### EDUCATION

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- Masters in Construction Management from National Institute of Technology Karnataka (NITK)

**CGPA: 9.1**