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| vINAY kUMAR kONDURU  7760058538  Vinayk.konduru@gmail.com |
| **P**  **Professional** **summary**   * **Led a team** with 4 members and guide them to upskill their skill set in exponential way. * Team player with good communication skills and ability to **handle the client**. * Self-motivated individual with exemplary **analytical and problem-solving skills** with strong focus on business goals and end-user experience and supportive to provide solution to new tackles. * Proficient in tools like **SQL and Python** &good in **R** and **SAS.** |
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# Experience

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| Jan 2021 – PRESENTRole: SENIOR BUSINESS ANALYST (Team LEAD), HAPPAY, Bangalore  * As a Senior Business Analyst, I am leading a team with bunch of people Creating an inspiring team environment with an open communication culture. * Go to person for any business-related queries and supported with key decision information in new implications to make company grow exponentially. * Have good experience in Interview process of hiring a new member to a team. * Delivering the standardized requirements within a timeline and inspire team to understand the background of the requirement along with additional information which a receiver would look out from a sender. * Actively participating in a client calls for any business deals and raise a valid point to make the process to go on the right path. * Having a good connection with Tech team to get the new implementations in company and upgrade the skill set and apply the business implications of it to get the recursive revenue. * Recently involved in a process of partnership closure and gathered the better information how a proper closure happens with recon of each penny.  AUG 2019 – Dec 2020Role: BUSINESS OPERATIONS ANALYST, HAPPAY, Bangalore  * As a Business Operations Analyst, have a deep look into Business MIS (Management Information System) and provide Revenue inputs and drive company towards growing line. * Have knowledge on MIS reporting & also bank ad- hoc requirements. * My role is to communicate with our clients (HDFC, RBL, SBM) about our PPI statistics also RBL Compliance forms. Provide them the necessary requirements on Business upfront. * As a central data team, provide the data requirements to internal departments. Have good knowledge on SQL & Python which we predominately use for pulling the data. * Have a good knowledge on **Jenkins** & **Bitbucket** to automate the mails/pulses as per the business requirement. * Have a good knowledge on company inflow of funds & wise experience on Pool Reconciliations & also have a keen look on Settlement & Clearing process of transactions. * Familiar with Debit /credit card & limit account process and deep knowledge on usages * Have a financial knowledge on calculating the variables like Cost, Interchange, Foreign Exchange amount etc.. * Have a good experience on PPT and dashboards & also provide the data with our **Investors**. * Have hands on experience on SQL & python for providing the outputs as per the case studies. * As I have worked on pool reconciliations which have given a tremendous knowledge on company’s Audit views & Requests * Very good familiar with Databases as I investigate the Transaction level data of cards. * Have good knowledge on **Power BI & Tableau and** can understand the plots/trends  Jan 2018 – Dec 2018Role: Senior ANALYST, kANTAR aNALYTICS PRACTICE, Bangalore  * As a Senior Analyst, I act as an interface between my team and Project Managers and help Project Managers in the execution of various projects. These include **Market Mix Modelling (MMM)** Projects, **Global category forecasting & consolidation (GCFC)** projects, **Integrated Marketing ROI (IMR)** projectsetc. * My role is to align modellingresults, market context & client’s insights and offer actionable solutions to clients, which will address client’s business challenges and problems. * I worked on various **Price optimization, Media & Promotion optimization** techniques, as an extension to MMM Modelling, which helped clients in optimal allocation of their funds & helped them gain in terms of **Return on investments(ROI).**  jUNE 2015 – DEc 2017Role: consultant ANALYST, kANTAR aNALYTICS PRACTICE, Bangalore  * I build, evaluate and deploy **PREDICTIVE** **MODELS** in marketing pipeline. I worked in various **Market Mix Modelling(MMM)** Projects. These involve drawing insights from the data, building market context & hypothesis from data, creating dashboards for the data, building models using **Ordinary least square(OLS)** regression and **Logistic** **Regression** to understand the impact from various drivers on sales. * In **Integrated Marketing ROI (IMR)** projects that I worked on, we used **Nested Regression equations** to understand the impact of various slow moving and fast moving metrices (like Price, Distribution, Media, Promotions) on the KPIs **like MS, Penetration & Brand Equity.** |

# Education

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| June 2015Electronics & INSTRUMENTATION Engineering, NIT ROURKELA CGPA – 7.6/10 |
| June 2011Intermediate, Sri Chaitanya COllege - Vijayawada M.P.C – 96% June 2009X, SRI CHAITANYA vidya vihar - Kollur Score – 92% |

# Skills

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| * SAS & R * SQL &Python | * Microsoft Excel, PowerPoint, Word * Power BI & Tableau |