

Ashok Raj Panicker

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EDUCATION

MS, Business Analytics

Aug 2018 - May 2020

The University of Texas at Dallas, Richardson, TX

- Dean's Excellence Scholarship Recipient

MBA in Marketing and Operations Management

Aug 2007 - May 2009

Mahatma Gandhi University, India

Bachelor of Technology in Mechanical Engineering

Aug 2002 - May 2006

Cochin University of Science and Technology, India

TECHNICAL SKILLS

Programming: Python (Keras, Sci-kit learn, TensorFlow), SQL, SAS, R

Analysis/ Visualization Tools: Tableau, Microsoft Power BI, Matplotlib, Microsoft Excel (Pivot table, VBA /Macros), Adobe Analytics, Stata, Google Analytics, SAP Bex Web

Statistics / Machine Learning Methods: Hypothesis Testing, Regression Analysis, SVM, ANOVA, Naive Bayes, Clustering, K-NN, NLP, A/B Testing, Neural Networks

Big Data: Hadoop, Apache Spark, Hive, MapReduce, Flume

Database/ Cloud Platforms: MySQL, Microsoft SQL Server, MongoDB, Amazon Web Services

Project Management: Agile Project Management, Microsoft Project

EXPERIENCE

Data Science Consultant

Intuilize, Dallas

Jan 2020 – May 2020

- Analyzed data to identify trends, patterns, insights and discrepancies in data using SAS and conveyed ideas with visuals created in SAS, Matplotlib and Tableau.
- Identified customer/product segments for a wholesaler of industrial products, mapped potential buyer to products using k-means clustering and developed an RFM scoring system to assign a score to each customer.
- Created a segment specific investment plan worth \$5 Million, with optimized services, and pricing, forecasting 20% ROI over 5 years.

Business Data Analyst

Jun 2013 - Jul 2018

manoramaonline.com, India

- Created, visualized and analyzed reports with Tableau and Power BI dashboards that provided actionable insights and suggestions that, in effect, increased revenue from online media by 25%.
- Leveraged conversion and reconnection via analyzing 1Million subscribers activities on multi-dimensional datasets for the matrimonial website m4marry.com.
- Strategized new monetization product pricing and launch strategy for the physician's appointment booking portal qkdoc.com using user research data and competitive analysis which in turn increased ARPU by 25%.

Analyst – Marketing Operations

Jun 2009 - May 2013

Malayala Manorama, India

- Used advanced SQL querying to analyze various ingested data, social data, GIS data, POI & AOI data, consumer behavior data to increase revenue from print media advertising by 50%.
- Analyzed the sales funnel to derive insights on customer conversion and prepared customer analysis reports with Microsoft Excel.
- Collaborated with the event management team and used SQL querying to analyze visitor database and provided suggestions which in turn improved the show walk-ins by 50% next year.

ACADEMIC PROJECTS – The University of Texas at Dallas

Life Expectancy Prediction of a Country using Regression Analysis

Mar 2020

- Conducted an analysis on immunization factors, mortality factors, economic factors, social factors and health related factors to determine the predicting factor contributing to lower value of life expectancy.

Image Classification to classify X-Ray scans from patients with Pneumonia

Nov 2019

- Built a convolutional neural network that can give the classification rules to identify between a healthy Chest X-ray and a Chest X-ray with Pneumonia, achieving an accuracy of 78%.

Social Media Sentiment Analysis

Apr 2019

- Classified public sentiment of posts on Twitter by performing Natural Language Processing using Neural Networks in Python to analyze how marketing campaigns can be improved using tweets.
- Fetched tweets using Twitter API and Tweepy and used TextBlob to analyze sentiments of the tweets.