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**Career Objective:**

To research, design, and create Artificial Intelligence software products in industry. I currently specialize in Machine Learning, Data Mining and Statistics using Azure ML Studio.

**Summary:**

Currently I am working in Archents It India Pvt Ltd as a **Senior Data Scientist** from **March 2016**.

**Responsibilities:**

* Analyzed banking and M2M (IOT) Data and provide solutions for their current business problems like Defaulter Prediction Modelling, Customer Churn Prediction Modelling, Machine Learning, Customer Segmentation (Clustering) for Target Marketing, RFM Customer life time value estimation and Market Basket Analysis.
* Data extraction, mining, data cleansing, diagnostics, preparation for Modeling.
* Working with large datasets (several Gigs), using contemporary statistical & decision management tools, like SAS E Miner, IBM SPSS Modeler, Knime, Rapid Miner, R and Azure ML Studio etc.
* Experience with multivariate techniques & predictive modeling – cluster analysis, discriminant analysis, CHAID, logistic & multiple regression analysis.
* Strong background in quantitative & statistical techniques across multiple industry segments.
* Experience in building analytical solutions and delivering tangible business value across more than one industry domain (e.g. Banking, Insurance, Energy, Retail CPG, Manufacturing and Healthcare)

**Specialties in Analytics:**

Statistical Modeling, Data Cleaning and Preparation, Machine Learning ,Time Series Analysis, Trend Analytics, GLM, Pricing methodologies(Analytics).Optimization, Data mining, Predictive modeling, Cluster Analysis(K-Means),Decision Trees, Demand Forecasting, Support Vector Machines(SVM), R, Python and Microsoft Azure ML studio..

**Professional Experience:**

* Past employer at Infosys ltd as Senior Associate Consultant from OCT 2015 to FEB 2016
* Past employer at invati-insights as a Data Scientist from JAN 2015 to SEP 2015.
* Past employer at IDRBT as a Research Associate from APR 2014 to JAN 2015.
* Past Employer at Acentria It Solutionsas a Salesforce CRM Consultant & Data Analyst from August 2012 to MAR 2014.

**Technical Skills:**

* **Languages known :** Apex, C, Sales force CRM(APEX)
* **Operating systems :** Windows XP, Windows 7, Windows 8.1
* **Data Mining Techniques :** Predictive Analytics, Descriptive Analytics, Clustering, MBA Analysis, Association Rule Mining, RFM Analysis, GLM and Pricing methodologies (Analytics), Time series forecasting and speech Analytics
* **Data Mining Tools** **:** IBM SPSS Modeler, SAS, Weka, Knime, Rapid Miner, R, Alteryx, Microsoft Azure ML studio, Python and Tableau.
* **Web Technologies :** Visual force
* **CRM Technologies : SALESFORCE.COM**

**Educational Qualifications:**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Qualification** | **Year** | **College/Board** | **Major** | **Percentage** |
| B.Tech | 2008-2012 | Anurag engineering college.  | EEE | 73.5% |
| Intermediate | 2006-2008 | Teja DVR junior and degree college. |  M.P.C | 75% |
| SSC | 2005-2006 | Subhodaya vidhyanikethan | SSC | 74% |

**Professional Highlights:**

**CRM & Data Analytics for Public Sector Banks**

**Project Name#1: Defaulter Prediction Modelling**

**Description:** This project mainly focuses on predicting the potential future default customersbased on the historical loan data of customers.

**Responsibilities:**

1. Identification of appropriate fields and collection of data from the banks
2. Data cleansing/ Data pre-processing/Data reparation
3. Features selection
4. Building the predictive models
5. Generating the prediction rules for better business understanding
6. Applied the best predictive model and scored the production data.
7. Detailed analysis on the output

**Tools:** SAS E Miner, IBM SPSS Modeler, R, Azure ML Studio and Knime

**Project Name#2: Customer Churn Prediction Modelling**

**Description:** Predicting the degree of Churn involved in each customer to reduce churn.

**Responsibilities:**

1. Identification of appropriate fields and collection of data from the banks
2. Data cleansing/Data pre-processing/Data preparation
3. Features selection
4. Building the predictive models
5. Generating the prediction rules for business understanding
6. Applied the best predictive model and scored the production data.

7) Detailed analysis on the output

**Tools:** SAS E Miner, IBM SPSS Modeler, R, Azure ML Studio and Knime

**Project Name#3: Customer Segmentation**

**Description:** This project is mainly used for Target marketing and campaign management.Customers are segmented based on their demographical and transactional details.

**Responsibilities:**

1. Collection of customer’s demographic and transactional data
2. Data cleansing/ Data preparation
3. Variables selection
4. Generating rules for different identified customer segments

**Tools:** SAS E Miner, IBM SPSS Modeler, R, Azure ML Studio and Knime

**Project Name#4: Market Basket Analysis**

**Description:** This project is mainly used to improve cross-sell and up-sell of the products.

**Responsibilities:**

1. Collection of customer’s product transactional details
2. Identifying the products that go together very frequently using association rule mining

Algorithms

**Tools:** SAS E Miner, IBM SPSS Modeler, R, Azure ML Studio and Knime

**Project Name#5: Analyzing the Migratory Customer Behavior Dataset: China Telecom Comp**

**Description:** Customer clustering is used to identify behavioral patterns of customers so thatbusinesses can align their marketing strategies with customer preferences and retain them.

**Responsibilities:**

1. Collection of customer’s demographic fields as well as usage and revenue data.
2. Data cleansing/Data pre-processing
3. Identified the patterns of customer migration in each quarter and retained those customers using best marketing strategies.

**Environment:** Azure ML Studio and IBM SPSS Modeler 15.0

**Declaration:**

I hereby declare that all the information furnished above is true to the best of my knowledge.

Place: Hyderabad

Date: (*Aravind*)