Venkata Subramanian Gopalakrishnan

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Educational Profile:

Masters in Business Analytics   **GPA 3.5**   *May'20*
The University of Texas at Dallas, USA
Post Graduate Diploma in Marketing Management(MBA)   **GPA 3.8**   *May'14*
Indian Institute of Planning and Management, New Delhi
Bachelors Of Commerce   **GPA 3.8**   *May'12*
The University of Madras, India

Technical Expertise:

Programming Languages: Python, R, SQL, SAS

Software/Analytics Tools: SAP BW, SAP Lumira, SAP Crystal Reports, Google Analytics, Adobe Analytics, Tableau, APS, Flexcube, Kaleidoscope, MySQL, PostGre SQL, Advanced MsExcel (VLookup, Macros, Pivot Table, Regression Analysis, PowerPivot, Solver)

Certifications: Introduction to Python, Introduction to R, Intermediate R, Google Analytics, Intro to SQL for Data Science, Marketing Concepts by Brainbench, Google Analytics IQ

Areas of Interest: Marketing Research, Marketing Analytics, Web Analytics, Quantitative techniques and Statistics, Data Visualization, Factor Analysis, Cluster Analysis, Digital Marketing, SEO, Conjoint Analysis

Business Experience:

Credit Manager, Hinduja Leyland Finance, Chennai, India   **August 2017 – October 2017**
- Scrutinized the market researched data of sole proprieties and partnership firms seeking loans under LAP segment, by analyzing their individual and corporate CIBIL reports and Income Tax returns
- Evaluated and tallied P/L of customers to ascertain profits, and market different financial portfolios
- Generated and approved sanctions for premium-customer profiles for nearly INR 50 million/-

Senior Officer, Yes Bank LTD, Chennai, India   **September 2016 – April 2017**
- Analyzed the market researched data of diverse customers seeking credit cards based on different criteria set by the bank
- Using Predictive Analytics tools, underwrote credit cards for INR 1,00,000/customer

Tech Support Representative, Hewlett Packard, Bangalore, India   **October 2015 – August 2016**
- Delivered software and hardware resolutions for HP laptops to Australia and New Zealand customers
- Liaised with nearly 60 Australian and New Zealand customers and businesses per day ensuring competent technical expertise, from HP's resolution database, while coordinating with CHD team for the shipment of hardware to customers and companies for hardware failures after analyzing the issue through different prescribed tech solutions to cut costs to the company.
- Frequently marketed HP's products and services to businesses and customers for improved business value

Key Marketing Analytics Academic Projects:

Analysis of MLB data : Athletes & Results: Digital Marketing Web-Analytics Tool: Adobe Analytics
Analyzed data of MLB by generating KPI's and page analysis to create in-stadium experience for digital consumers; segmented and analyzed MLB's digital customers, including their online patterns and customer's behaviors and trends; initiated customer churn analysis and identified flaws in the website; made recommendations to facilitate decisive investment and marketing decisions

Marketing Research Project: Marketing Analytics Tool: Advanced MS Excel
Undertook market research project to identify and analyze customers' changing preferences on product diversification with exploratory research and convenience sampling; developed unbiased questionnaire and collected data online; imported data as pivot tables and cross tabulated them to the project scope, initiated hypothesis testing using chi-square statistic, put forth recommendations to focus on altitudinal marketing campaigns and increasing market capitalization through new product portfolio

Analysis of Walmart Store Data using Programming Language Python
Initiated data exploration and correlation matrix for primary analysis; developed models to best predict future sales that were deployed on LIVE data, including linear regression, logistic regression, decision trees and K means clustering; developed and incorporated a predictive web app for facilitating real time predictions. Presented data analytics findings for best marketing and economic decisions, including opportunities to increase sales and market capitalization through segmented marketing schemes

Analysis of Craigslist Data for Predictive Analysis using Programming Language SAS
Preprocessed data to chose significant variables for predictive analytics and removed outliers; initiated one-way ANOVA tests and transformation of response variables. Formulated empirical analysis, including data partition and model selection. Developed models including, adaptive lasso, forward selection, elastic net and stepwise selection for predicting the listed price with the respective calculations of R-squared, RMSE, Adjusted R-squared, AIC, AICC, SBC. Recommended the suitable model with high business value based on the BIC and SBC parameters.

Authored : *The Lost Stones of Edor – a fantasy fiction published in the year 2018 world-wide.(Amazon.in, Flipkart)*