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| Surya Pedamallu | Data Scientist, Hyderabad | +91-7022331393 | [suryamurthy1000@gmail.](mailto:suryamurthy1000@gmail.)[com](about:blank) |
| ㅡSkills and Personal-Info | • Languages : C, HTML, CSS, JavaScript, Hive.  • Marketing Tools : SEO, SEM, SMM and ZOHO Campaign.  • Analytical Tools : SQL, R, Excel, SAS, Tableau. |
| **ㅡ** Experience | Novartis Pharmaceuticals / Data AnalystAug 2017 - PRESENT, Hyderabad **Reporting:**   * Built dashboards for Business Heads & Sales Representatives showing their performance   On weekly & monthly basis at region, territory and geography levels along with their call activity and targeted prescribers reach.   * Have built systems in **SAS** for generating inputs to analytical views as well as systems for quality checks. * Run Weekly sales reports of the reps which gives their sales, performance, Reach and much more information in different regions along with competitor sales on weekly & monthly basis at hospital level. * Automated a whole system called “RAPID” including Frontend, Backend and Quality Checks.   **Adhocs :**   * Daily and Weekly Adhocs requesting for analytical insights on various products in the pharma market.  Oxigen Wallet / Asst.Manager, Data ScienceJul 2016 – Aug2017, Bangalore **Oxigen Retailers Analytics :**   * **Retailer Segmentation:** Built a Retailer Profiling model to understand the increasing churn rates. This helped in developing sales force targets and win-back strategies to reduce churn of Retailers using advanced machine learning techniques like K-means clustering. * **Churn Analysis:** Analysed various reasons for retailer churn, helped the sales team to plan the win-back strategy for churned retailers and identifying key factors by using principal component analysis and correlation.   **Support To Business Team :**  Delivered various reports for proper functioning of Marketing, Risk Management and Sales teams.  **Reporting :**   * Check validity and improve the report logics to keep up with changing Business models, Validate report logics as per updated requests from stakeholders * **Data audit/ validation** Analytics spoc for audit and data analysis issues raised by internal Audit and compliance teams performed on monthly/quarterly basis  Zealeers / Data AnalystMay 2015 - May 2016, Bangalore  * Data Collection, Cleansing, Analysis and Insight Generation. * Suggesting recommendations based on the insights and aid data driven decision making. * Generating data reports based on the business requests, which involves gathering and pulling of data from various DB’s using SQL.  Byju's / Business Operations InternMay 2014 - July 2014, Bangalore  * Delivering timely inputs such as fees collection, student retention, academic counselling, taking care of enquiries, walk-ins for admissions, closing sales and a major hand in digital marketing. * Contribution towards the B2B sales team by creating presentations, preparing flowcharts of strategic plans to approach the business heads and doing analytics as well as logistics for the same.    NIT - Trichy / B.Tech (2011-15, Trichy) Graduated as Instrumentation and Control Engineer with a CGPA of 6.36.  **Sri Chaitanya IIT Academy /** +2 (2009-11, Vijayawada)  Pursued Pre-University education in MPC stream and cleared it with 92.4%. |
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