Srinivasa Rao Somu

Analytics Professional

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📍 Bangalore,India

SUMMARY

8.9 years experienced Analytics professional highly skilled in creating data solutions and handled complex architectural along with scalability issues. Proficient in data warehousing and capable of developing, testing and deploying services to translate business and functional requirements into substantial deliverables.

Demonstrated capability in managing team and steering cross-functional coordination. Driving automation and streamlining initiatives as part of standardizing process. Armed with the skills of technical and leadership

KEY SKILLS

Team Management   Cross-functional Coordination   Analytics   Credit Risk   Data-Modelling

Visualization   ETL   Adhoc-Reporting   Automation   Business-Insights   Retail Banking

Technical SKILLS

• SAS • SAS-Macros • SAS-VIYA • Python • SQL • EXCEL • VBA • Tableau •

EDUCATION

Masters in Economics (M.A)	Dec '17 - Dec '19
Indira Gandhi National Open University IGNOU	India

Quantitative Methods, Data Analysis, Econometric Methods &Financial Institutions and Markets

Bachelor of technology (B-Tech)	Aug '08 - Apr '12
Jawaharlal Nehru Technological University - Kakinada	India

Electronics , Communications, Programming (C, Java), Mathematics & Probability
College topper with 80.3%

PROFESSIONAL EXPERIENCE

Analytics Manager	Dec '17 - Present
CITI Bank	Bangalore, India

Credit Risk Model Management(CCAR/CECL) :
- Main areas of experience includes Risk Governance, ETL, stress testing-CCAR/CECL, Credit Risk model management (PD/EAD/LGD)
- Model implementation and Validation from ETL to testing. Model performance monitoring / Back testing.
- GCL & NCL Calculations along with Sensitivity analysis of macro economic variables(LBR/HPI/GDP/Retail sales).
- Contribution analysis of CCAR results.
- Creations of Analytical reports on GCL, Recovery and NCL along with Top contributors driving the change in GCL.

Marketing Analytics - Retail Campaign Tracking & fulfilment :
- Tracking the performance of Retail campaigns (Checking, Savings, CD & Small business) and fulfilment to customers with behaviors.
- Creation of flows to understand the newly on-boarded customer's activities and looking for the activity timely with promo engagement
- Presentations for summarizing the campaigns and their performances.

Assistant Manager   Oct '14 - Dec '17

HSBC   Bangalore,India

Mortgage Collection Analytics - HSBC NA mortgage lending Business for Subprime customer :.
- Risk analysis on Loss mitigation activities. Performance evaluation of customers availed loss mitigation activities
- Ad-hoc reporting with deep dive analysis on regions with high/low delinquency and default rates.
- Foreclosure & REO performance dashboards
- Regulatory: Analytic support for regulatory reviews. provided real-time analytical support to address ad-hoc regulatory inquiries during program audits.
- Streamlining activities & automation: Initiated & Created Screen Capture tool which helps in auditing the report . Created Self-Serv portal for automation of creating reports which are repetitive in nature which helps the team to attaining accuracy in generation of reports along with FTE and $ save.

Digital Analytics:
- Performance evaluation of digital campaigns
- Product performance and strategies to improve digital activity of customers.
- Global digital analytics initiative to gauge product sales & transactions through digital channels across the prepositions & markets.
- Creation of dynamic dashboards with different KPIs with insights to the senior management.

Analyst   Oct '12 - Oct '14

IBM   Bangalore,India

DNB(Dun & Bradstreet) - RISK MANAGEMENT SYSTEM(RMS) :
DNB is the world's leading source of commercial information and insights for risk management, sales & marketing, supply management decisions worldwide.
- Analysis on risk associated with amalgamated companies and severities on delinquencies.
- Assessment of different financial products through historical data and creation of Credit scores along trends to guide customer exposure to market risk.
- Dashboards & reports to derive insights for different financial institutions includes Amalgamations & Mergers in different geographical locations.
- Automation of different Pricing & sales reports & legacy BAU's.
- Revamp of DNB standard Risk Management products based on data & customer feedback.

AWARDS & RECOGNITION

- Kaggle : Taxi Trip Time Prediction - **273 global Rank**
- **4 X Bronze Awards** for Automations & Streamlining activities - CITIBank
- Received the award for the '**Service Excellence**' for Digital channels analysis in HSBC'17
- Awarded the '**Certificate of Recognition**' recognition by the James Galloway(HSBC Group Head of Sales & Distribution, RB&WM) & Mark Clare(HSBC Global Head of D&IM,RB&WM)
- Recognized by '**Leading light**' for automation & streamlining activities from Head of Analytics COE - HSBC
- **'Outstanding Contributor Award'** by CEO - IBM

ADDITIONAL INFORMATION

- **Languages**: English, Hindi, Telugu & Kannada