Venkata Reddy Konasani

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Data Scientist / Corporate Trainer/ Author
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Specializations	Data Science, Advanced Analytics, Predictive Modeling, Machine Learning, Data Mining, Data Visualization, Text Mining, Bigdata
Tools	R, Python, SAS, Hadoop, Hive, Spark, Tableau, Excel & VBA, SQL
Publications	*Book - "Practical Business Analytics using SAS"* https://www.amazon.com/Practical-Business-Analytics-Using-Hands/dp/1484200446
Course Material	http://www.slideshare.net/21_venkat/presentations

Overall Summary

- 8+ years – Data Scientist / 4+ years – Corporate Training
- Conducted 4000+ hours training on Data Science and related tools
- Author of the book "Practical Business Analytics using SAS"
- Rich industry experience as applied Data Analyst and Data Scientist
- Experience in credit risk model building, market response model building, social media analytics, revenue forecasting and machine learning
- Post Graduate in Applied Statistics and Informatics from IIT Bombay

Professional Experience

- Risk Analyst at Citigroup Global Services 2008-2010;
  - o Model development and validation of credit risk models
- Senior Analyst at HSBC 2010-2012
  - o Survey Analytics, Customer Experience Management and Money Laundering Scorecard Building
- Data Scientist at Trendwise Analytics (start-up) 2012-2014;
  - o Social Media Analysis, Big data analytics, Text Mining and Data Science Corporate Trainer
- Data Scientist at HP 2014-2016;
  - o Revenue forecasting for enterprise products.

Corporate Training Experience
1. Compuware – 30 hours online training
   o SAS Programming
   o Data Analytics using SAS
2. CTS Chennai - 14 days Analytics Induction training
   o SAS Programming
   o Data Analytics using SAS
3. CTS Bangalore - 14 days Analytics Induction training
   o SAS Programming
   o Data Analytics using SAS
4. Accenture – 3 days R Analytics training
   o R Introduction
   o Predictive Modeling with R
5. Wiley - 3 days Train the trainer program
   o Big data Analytics
   o R programming
   o Predictive Modeling on R
6. Wiley- 1 day Train the trainer program
   o Big data Analytics
   o R programming
   o Machine Leering on R
7. AIG - 7 days training
   o SAS Programming
   o Data Analytics using SAS
   o Tableau Visualizations
8. AIG – 3 days training
   o SAS Programming
   o Predictive Modeling with SAS
9. Genpact- 3days training on Tableau
   o Data visualizations
   o Tableau Dashboards
   o Storytelling using Tableau
10. Affine Analytics – 1 day training
    o Data visualizations using Tableau
11. Tesco - 3 days training
    o SAS Programming
    o Data Analytics using SAS
12. Wells forgo- 2 days training
    o Data visualizations using tableau
13. Institute of Chemical Technology Mathematics Dept -2days
    o Machine Learning using R
    o Deep dive into neural networks
14. JPMorgan Chase BLR- R Programming, Reporting and and Visualizations – 3days
    o Introduction to R programming
    o Data visualizations using R
15. Credit Suisse – Data Science Training on R – 5 days

          o   Introduction to R programming
          o   Machine Learning with R
          o   Big Data Analytics, Hadoop, Hive and Pig

16. JPMorgan Chase Hyderabad- R Programming and Machine Learning– 3days
          o   Introduction to R programming
          o   Machine Learning Algorithms
          o   Model building and cross validation

17. ICT Math Dept Mumbai - Python and Data Handling Training – 2days
          o   Python for data handling
          o   Data Cleaning techniques

18. Bank of America Hyderabad – Machine Learning using Python
          o   Data Analysis using Python
          o   Machine Learning Introduction
          o   Black box methods in Machine Learning

List of Training Topics

1. R Programming
2. Predictive Modeling with R/SAS/Python
3. Data Analytics with R/SAS/Python
4. Machine Learning with R/Python
5. Python for Data Analysis
6. SAS Programming Introduction
7. Data Science Training on R/Python
8. Visualizations on Tableau
9. Bigdata Analytics Introduction
10. Bigdata Reporting Tools
11. SQL and MySQL Introduction

Projects

- Revenue forecasting – HPE - 12 Months
  - Revenue forecasting of enterprise products like server, storage and networking.
  - Time Series forecasting and Macro Economics impact analysis
- Cirrus Jasper Reports-Trendwise Analytics – 6 Months
  - Designed the heath care metrics and reporting structure for cirrus healthcare group
  - Created Jasper BI Reports to track the performance of doctors and spending of the patients
  - Created reports using Jasper i-report and published them using jasper server
- Tableau visualizations on Casino data-Trendwise Analytics – 2 Months
  - Designing the analysis and creating the visualizations for casino data. Creating interactive dashboards with parameters & filters
  - Data Cleaning, Validation and automatic report generation
- Telco Data analysis using Tableau -Trendwise Analytics – 3 Months
  - Data importing into tableau followed by validation and creating calculated fields.
  - Designing the analysis for telco billing and churn data.
- Retail Transactions data analysis(big data) -Trendwise Analytics– 6 Months
  - Analysis of customer transactional data. Identification of outliers. Monthly MIS reports set up and automation
- Analytics plugin for GIS tool-Trendwise Analytics– 3 Months
  - Designed various analytics methods to improvise the GIS tool. We designed a BI analytics package and integrated it with GIS tool. Now the tool dynamically gives deep dive analysis and comparison metrics between two GIS attributes
- Text Mining & Twitter Sentiment on Social Media data-Trendwise Analytics– 3 Months
  - Gathered all the tweets and used R tool to find the positive/negative polarity of each comment. A separate analysis to find the main themes of the discussion followed by aggregated sentiment in each theme
- HSBC Business Partner Survey - HSBC– 6 Months
  - Analysis of feedback collected from HSBC business partners around the globe across six regions for eight different services.
- Attrition Analysis & Reporting: - HSBC – 6 Months
  - Analysis of attritions across various regions and job models, target setting for various processes, identification of hot spots by various characteristics of employees followed by analysis of their attrition reasons.
- Money Laundering Scorecard - HSBC– 12 Months
  - A scorecard that determines the probability of money laundering activities for each account based on transactions, profile and WTP data
- New hire strategy for Collections voice process- HSBC

- o Built a tree model that identifies high performing and low performing segments of FTE based on their characteristics. The model has been validated on out of time sample and is currently used in Kolkata and Vizag collections processes.
- Model management of Citi cards – Citi Group – 18 Months
    - o Building and Validation and performance evaluation of 'Acquisition', 'ECM', 'Collection' and 'Fraud' scorecards followed by communication with business and preparation work on further action plans.
    - o Key member of the Model Management Team working towards managing scorecards for Citicards North America & Consumer analytics and mortgage unit.
    - o Managed all scores of commercial portfolio in Q2-2009 and consumer portfolio in Q3-2009.
- Model Re-estimation – Citi Group – 6 Months
    - o Involved in model (logistic model) re-estimation of various aged score cards
    - o Performance Analysis on different scores used on Citi cards -Oil cobrand portfolio
    - o One-way and N-way analysis of various scores used on this Oil ECM portfolio to identify the best performing score. The analysis also helps us to make a decision on building a new model.
- Characteristic Analysis & Score Accuracy testing- – Citi Group – 3 Months
    - o Analyzed shift in score by doing characteristic analysis of the model for various portfolios as part of model validation