**Sidharth**

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**CAREER SUMMARY**

* In Artificial Intelligence, my current area of focus is *Natural Language Processing* and have experience in building & deploying projects primarily involving text classification, information retrieval and question - answer systems such as chatbots
* I have worked across US Private labeled credit cards, UK general insurance & Investment banking domains
* I have been in both individual contributor, team lead roles
* I have experience in building analytical Proof Of Concepts and influence adoption at executive leadership level by compelling story telling

**ACADEMIC CREDENTIALS**

2015 Claritas Investment Certificate CFA Institute

2003 B.sc computer science Kakatiya University

1997 Higher secondary CDC, Kakatiya Univ

**TECHNICAL SKILLS**

* Python (2.7)
* SAS (PC 9.1 & EG 4.3)
* R
* SQL 5.0 (Mysql workbench, Postgresql)
* Business Objects
* Micro Strategy
* Tableau
* Pentaho
* VBA
* MS excel, MS Access
* Google Analytics
* Google Adwords

**KEY PROJECTS**

* **Topic & Sentiment Advisor**: Built the prototype as an individual contributor and deployed in collaboration with technology support team across multiple domains. This advisor is hosted as-a-service and helps in identifying the topics and attributing sentiment from text data. Methodologies used are ensemble of Logistic regression, Support Vector Machines and Naïve Bayes for sentiment classification and a combination of TF-IDF, POS tagging, LDA and ontology for topic modelling
* **Smart EmailManager:**Built python code as individual contributor and collaborated with technology support team for deployment. This advisor is hosted on premise and augments human agents to route the customer complaints via email to the appropriate support teams. Methodologies used are Noise suppression rule engine, Entity recognition andCRF,Naïve Bayes, Random Forest algorithms
* **NLP Ontology:**Created and managed robust taxonomies for text classification across multiple domains. These are used for many rule engine based classification models and help in feature engineering for predictive modelling purposes as well
* **Cross Channel Effectiveness Model:** Built a simulator on top of channel sequencing model so as to help marketing teams analyze the customer touch points across multiple channels and decide on the next best engagement based on customer journey
* **Miscellaneous:** Worked on multiple marketing analytics projects such as customer segmentation, Upsell, XSell, Campaign effectiveness

**Job Summary**

**Company Name:** Emirates NBD

**Domain:** Banking

**Duration:** July 2017 – October 2017

**Designation:** Assistant Manager, Virtual Banking Assistants reporting to AVP

* **Description:** Responsible for project management of chatbot

**Key Responsibilities:**

* **Research** the current state process of human chat agents and identify areas of automation
* **Partner** with vendors and formulate techno functional strategies to integrate AI based chatbot
* **Collaborate** with other channel leads, marketing, call center and senior leadership to drive adoption

**Company Name:** Accenture

**Domain:** Multiple (Insurance, HR, Warranty, Automobile, Retail etc)

**Duration:** February 2016 – April 2017

**Designation:** Associate Manager, Analytics and Modelling reporting to AI project lead

* **Description:** As part of the AI Research Operations, responsible for development and delivery of text classification projects

**Key Responsibilities:**

* **Research** appropriate text analytics techniques to develop appropriate analytic solutions for unstructured data from different sources
* **Build** innovative technology solutions at the intersection of language analysis, data-driven insights and logic-based workflow
* **Deliver** text classification based projects in an agile manner in collaboration with the business SME and technology partners

**Company Name:** Franklin Templeton Investments

**Domain:** Mutual Funds (Marketing Analytics)

**Duration:** April 2013 – January 2016

**Designation:** Assistant Manager, Marketing analytics, reporting to Director, Marketing Analytics

* **Description:** As a subject matter expert in Marketing Analytics, led a team of Sr analysts to build models that strive to increase the market share

**Key Responsibilities:**

* **Analyze data** from multiple sources, across channel, including social, mobile, call center, email and web to provide a more holistic view of the customer, identify quality leads and actionable insights
* **Build Models** such as Upsell, Xsell, Contact strategy , Segmentation to generate qualified leads
* **Customer centric** analysis of digital & sales campaigns and provide analytical support to enhancing customer experience

**Company Name:** Cerrid solutions Pvt. Ltd

**Domain:** Multiple

**Duration:** March 2012 - April 2013

**Designation:** Sr Business analyst, reporting to Founder & CEO

* **Description:** Provide end-to-end consultative support in Marketing analytics

**Key Responsibilities:**

* **Marketing Analytics** activities like the Customer segmentation models, campaign analytics, Predictive modelling such as churn, transaction propensity
* **Web Analytics** activities that include managing Google analytics and Google adwords to analyze the web traffic from multiple sources/medium like PPC, SEO, Branded Vs non- branded search, A/B testing & analysis on new page releases
* **Client Management** activities that include sourcing project requirements by engaging clients into brainstorming/discussion calls, creating awareness on the offshore effort estimates

**Company Name:** WNS Global Services

**Domain:** UK General Insurance (Marketing)

**Duration:** March 2011 – March 2012

**Designation:** Deputy Manager, reporting to Sr Group Manager, Research & Analytics

* **Description:** Manage a team of 7 Analysts responsible for delivering reports for the corporate partners of the client’s Marketing team

**Key Responsibilities:**

* **People Management** activities that include Recruitment, Retention, Training and appraisal
* **Project Management** Travelled to UK for assessing the project requirements. Worked on creating project plans, Business case to accelerate the project delivery and managed communications with all stakeholders
* **Business As Usual(BAU)** activity of maintaining SLA for the reports of multiple frequency like Daily, Weekly Monthly etc, Manage stakeholder expectations with regards to adhoc requests
* Upskill team to be able to provide appropriate insights in the dashboards sent to partner SLT(Senior leadership team)

**Company Name:** GE Money Servicing

**Domain:** Private Label Credit cards (Marketing)

**Duration:** August 2005 – March 2011

**Designation:** Marketing promotions analyst reporting to campaign manager, Marketing team

* **Description:** As Marketing promotions analyst (last role at GE money), support in all the sales financing campaigns(pre and post campaign analysis)

**Key Responsibilities:**

* Develop and maintain best in class MIS & analytic support for the Marketing Promotion COE
* Publish Quick Market Intelligence report to provide an overview of all promotions of GE clients Vis`-a`–vis` competitor promotions grouped by length, interest type, pay-off plan type etc.,
* Track and analyze the competitive landscape of promo offers weekly via retailer sites.