



VENKATA SRIKANTH INNAMURI

Business Analytics / Data Science/AI

Targeting assignments in **Managerial/Consulting Roles** or Freelancing Projects, at **Banking/Finance/Smart Cities/Utility/IoT** Domains.

Skilled in Business Analytics Solution Consultant for developing Analytics Strategies/Programs by Leveraging Data Science & BI Capabilities for Decision Support to High Level Stakeholders to achieve **Targeted ROI & Operational Goals**

Location Preference: **Hyderabad/Bangalore**



Career Timeline



Profile Summary

- ❖ A Proficient in delivering Analytics/Data Science Consulting Projects in Hi-Tech operations carrying over **9 years** of experience, with a flair for adapting to dynamic business environments & adopting pragmatic approach in improvising on solutions & resolving complex business issues through Business Intelligence & Advanced Business Analytics (Data Science)
- ❖ **Credited** for the delivery of **3 Smart City Projects** (Vizag, Cochin & Lucknow)-Designed Scalable & Configurable **Hi-Tech** Business Analytics Solution (**Command & Control Center**) which provides "Actionable Insights, Recommendations for **Decision Making**" to the **Municipal Corporation Admins** (Department HODs, Zonal & City Commissioner,)
- ❖ Received Special Mention award from **3 State Chief Ministers** (Shri N. Chandrababu Naidu(**2018**), Shri Pinarayi Vijayan(**2019**) and Yogi Adityanath(**2020**))
- ❖ Exposure in building **statistical models on Big Data** entailing **Machine Learning Models** (Regression, Classification, Clustering and NLP Models using H2O Package) & **Deep Learning Frameworks** (Tensor flow & Pytorch) from end-to-end process
- ❖ Expertise in Visualization Tools (Tableau & Qlik Sense) & Developing **Business Storytelling Dashboards/Presentation** regarding Process Improvements, Revenue Growth, Operational Efficiency improvement and Recommendations for Strategic Planning



Education & Credentials

❖ **2012:** MBA (Finance) – Business School- Vignana Jyothi Institute of Management, Hyderabad

❖ **2009:** B.Tech. (ECE) from Sri Vasavi Engineering College

Certifications*

- 2015:** **Certified Business Analyst** (Advanced Analytics) from **IIT Hyderabad**
- 2013:** SAS Base Certified Programmer
- 2020:** **Solar Power Advanced Analytics from NISE**

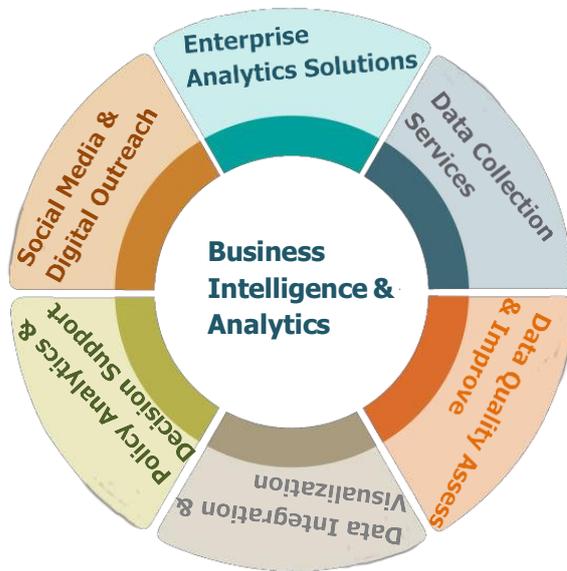


* Photo of the certificates attached below for reference

Awards & Recognitions

- ❖ Awarded Best Innovative Smart City Analytical Solution from A.P Chief Minister Sri N. Chandrababu Naidu on 26th Feb'18 for the Analytical Dashboards & Predictive Models deployed at Vizag COC at Fluentgrid Limited
- ❖ Bagged Star Award from the CEO of Nuevora 2014 for creating Templates in Excel through VBA & Advanced Functions and Interactive Dashboards using Tableau
- ❖ Acted as a Statistical Modeler by gathering client's business requirement, designing Models and show casing Model results with Interactive Dashboards using Tableau tool at Bank of America

Key Impact Areas



Soft Skills



Professional Experience



Since Jul'17 - Till date

Fluentgrid Ltd. **Hyderabad as Analytics Manager (Data Science & BI)**

Key Result Areas:

Stakeholder Management:

- ✚ Managing Stakeholder interactions (Requirement Gathering, User Stories, Gap Analysis & Progress on Projects) and growing Stakeholder Engagement
- ✚ Meeting /Exceeding quality and timeline expectations for all projects
- ✚ Designing Analytics/Data Science Solution, A/B Testing, Formulating & Testing Hypothesis, planning, and scoping out projects with stakeholders
- ✚ Explaining project methodologies to the required stakeholders (CRISP/ 3D Approach)

Project Management and Training:

- ✚ Managing end to end deliverables of the project by adhering to timelines, project budgets and stakeholder expectations
- ✚ Ensuring that the Standard Operating Procedures are followed where applicable and all relevant documents are created and kept updated
- ✚ Managing BI & Data Science Team (Approx: **10 Members**) and relevant trainings as per the assignments.
- ✚ Conducting in-house training depending on team requirements

Delivery:

- ✚ Providing high-end consulting to clients at the business head level to help them sharpen their business strategy by implementing analytical models.
- ✚ Demonstrating excellence in engagement delivery, insightful thought leadership, strategic problem solving, high impact team management and strong client relations
- ✚ Managing the entire delivery and being responsible for all aspects of a project to and reflect our high-quality standards

IT Skills

- ❖ Familiarity with platforms like google cloud, AWS, Azure, MS Visio, JIRA, and Agile Methodologies
- ❖ Tableau, Pentaho, Qlik Sense, Power BI, R & Python 3.5
- ❖ Machine Learning Techniques-Deep Learning (CNN, RNN), Isolation Forest, XGBOOST, Aspect Based Sentiment Analysis, ARIMA, Prophet, Topic Modeling (LDA/LSI), SVM.
- ❖ Learning Experience in Creating Artificial Intelligence Models using Azure Platform

Personal Details

Date of Birth: 27th August 1988
Languages Known: English & Telugu
Address: Praneeth Pranav Gems, Near Outer Ring Road, Beside Service Road, Mallampet– 500090, Hyderabad, Telangana

Annexure (Project Details)

At Fluentgrid Limited (Current)

Project 1: Should develop CCC Digital Solution for Utility Operation Center (UOC) by Integrating Multiple Vendors Application data as a Master System Integrator (MSI) along with Advanced Analytics Solution for decision Support.

Clients: UPPCL, APEPDCL

Tools Used: R 3.2, Python 3.5, Excel 2007, Tableau 9.1 & Power BI 2.8

Period: Since Jul'19-Till date

Project Deliverables: Department Level Interactive Dashboards (Operational, Diagnostics, KPI, Predictive & Prescriptive) Summary Reports, SOPs (Recommendations: **Pro-Active & Re-Active Alerts**) for 2 Projects on below Segments for Power Utility from **Meter to Cash (AMI Suite)**.

- ✚ Customer Analytics (Profiling, **Credit Risk Assessment, Propensity to Default**)
- ✚ Power Consumption Analytics (Peak Load, Based Load, Theft {AT&C Loss})
- ✚ Network Reliability Analytics (Outage KPIs -SAIFI, SAIDI, CAIDI)
- ✚ Meter Performance Analytics (Anomalies Detection & Predictive Maintenance)
- ✚ **Bill Payment Analytics (Credit & Cash)**
- ✚ Field Staff Performance Analytics (Operational Activities KPIs- Requests & Complaints)

Project 2: Should develop CCC Digital Solution for City Operation Center (COC) by Integrating Multiple Vendors Application data as a Master System Integrator (MSI) along with Advanced Analytics Solution (**Cross Functional Analytics**) for Municipal Corporation Admins

Clients: **Smart City Projects (L& T (Vizag), BEL(Lucknow) and BEL(Cochin))**

Tools Used: R 3.2, Python 3.5, Excel 2007, Tableau 9.1 & Qlik Sense 12.5

Period: Since Jul'17-Till date

Project Deliverables: Department & City Level Interactive Dashboards (Operational, Diagnostics, KPI, Predictive & Prescriptive) Summary Reports, SOPs (**Recommendations: Both Pro-Active & Re-Active Alerts**) for 3 Projects by considering Business Objectives like **Optimization** (Operational Efficiency, Inventory, Budget), Cost- Benefit Analysis, Break-Even Point Analysis, Deriving Key Drivers and What If Analysis Simulation).



From Right side 2nd Person CEO - G.S Murali, 3rd Person AVP - B. Hari 4th Person Technical Architect - N. Rajkumar, from **Left Side: 1st Person (B.A): I V Srikanth**

Business Analytics Use Cases (Complex):

- ❖ **Streetlights Analytics:** Predicting Power Consumption (Short/Mid/Long Term), Detecting **Abnormal** Power Consumptions (**Power Theft/Technical Issues**), **Cross Vertical Analytics** among the different departments (Weather, Crime, Public Health, Engineering) and finding Black/Hotspots across the City.

Business Outcomes after Solution Implementation (Approx. Monthly Averages)

- ✚ Streetlights Up-Time (%) increased up to 20%
 - ✚ Grievance Resolution Efficiency & Effectiveness
 - ✚ Response Time increased up to 40%
 - ✚ Power Consumption decreased up to 1MW
 - ✚ Optimized Maintenance Budget up to 30% (20L)
 - ✚ Optimized Inventory Stock up to 40% (1K Units)
 - ✚ Grievance Registrations reduced up to 55%
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- ❖ **Municipal Revenue Forecasting:** Predicting Revenue (Short/Mid/Long Term) across various categories like Property Tax, Water Charges, Professional Tax, Government Properties Lease/Rents and Municipal Services for building Analytics Strategies in order to Optimize **Collection Efficiency**, Budget Planning, **Driving Force Action Plans** for Bill Collectors/Revenue Inspectors/**ADC/DC/Commissioner**
 - ❖ **Predictive Maintenance for Assets:** Predicting Smart Elements (Sensors)/ Assets like **Meters/Vehicles/Lamps/Pipes/Solar panels/Water Meters** Failures and sending Recommendations for Optimizing Operational Efficiency, Budget Planning and Best Maker.
 - ❖ **Power Bill Payment Analytics** (Clustering): Based on the multiple Metrics, we had recommended Potential areas for Placing ATPM for APEPDCL using K-Means/Fuzzy Clustering Algorithms across Zones. After deployment, we have a track record of **15% increase in Electricity bills payment** collections compared with previous areas ATPM.
 - ❖ **Solar Power & Water Consumption Analytics:** Delivered Dashboards by incorporating KPI's, Metrics, Break-Even Analysis, Forecasting Solar Power Generation, Load Forecasting, Water Demand and sending recommendations for Optimization & Improving Efficiency.

At Paradigm IT Group (Previous)

Project 1: Car Parking Space Availability

Description: Develop an Analytic Platform & Add Value by Co-relating Data Collected across Various Sensors Being used in Smart City

Client: CISCO

(R-Project) Period: Feb'16 -July'17

Tools Used: R 3.2, Python 3.5, Excel 2007 and Tableau 9.1

Aim: To find the probability of car parking space availability based on the sensor's historical occupancy data

- ✚ **Surge Pricing Model:** Multi Level (combination of Logistic & Poisson Regression) Model suite to predict demand at Area/Segment Level for Revenue Optimization based on the Demand
- ✚ **Cancellation Model:** Classification model to predict the probability of cancellation that is used for Price Optimization

Project 2: Aquaculture Shrimp Farming – Developed Predictive Models by correlating multiple Parameters (Temperature/PH /DO) fetching from the Pond Sensors, Feed & Aerator Timings, Anomaly detection for virus Outbreak & Sending Recommendations for **Optimizing Yield**)

Project 3: Crime Data Analytics (Prediction of Crime type & Crime rate based on historical data)

At Bank of America (Previous)

Project 1: Credit Risk Analytics

Period: Jan'15 June'16(R- Project)

Description: Statistical model migration from SAS platform to R Platform. This model is related to the Loan default identification where the research problem was to examine the trustworthiness of a prospective customer with regards to loan extensions and eliminate high risk defaulter profiles.

- ✚ Aimed to find out the possibility of a customer defaulting on loan, constructed A Behavioral Credit Risk Model, based on a large sample of data through Logistic Regression on the SAS platform to Random Forest Model in R platform.
- ✚ Monitored performance of the models and generated recommendations based on the business requirements

Project 2: Rates & Foreign Exchange Analytics

(Tableau Project) Period: Jan'15 to Feb'16

Key Result Areas:

- ✚ Performed Joins & Data Blending as per the requirement and developed the logics as per the Database Constraints at the report level
- ✚ Created POCs for the LOB approvals Modified, enhanced & improved the reports as a part of support/maintenance for deployed projects
- ✚ Conducted What IF Analysis to bring the relations between the categories of business Crafted side by side by Pie Charts, Donut Charts, Funnel Charts, Scatter Plots, Stacked Bars, Heat Maps, Filled Maps
- ✚ Created, modified & exported Dashboards to the clients based on the requirement and KPIs to monitor & analyze

At Nuevora Analytics Technologies (Previous)

Project 1: Recycling Sustainability

Description: Identified the hot & dead spots based on historical data from the kiosks to provide recommendation whether to change existing Kiosks place or install new kiosks

Client: PepsiCo

Period: Aug'14 - Dec'14

Project 2: Churn Analytics

Description: Predicted the customers who are going to churn in next 3 months based on the historical data for Bing search engine product and provided recommended Strategy based on the Model Outcome.

Client: Microsoft

Tools Used: R, Tableau & SQL-Server -2008

Period: Jan'14 - June'14

Project 3: Campaign Analytics

Description: Evaluated the sales before & after campaign based on the Sales Revenue and provided Cost benefit Analysis and shared Recommended Campaigns for Revenue Optimization

Client: Cargill

Tools Used: Tableau, MS Excel-2007

Period: May'14 - Dec'14

At S & P Capital IQ (Previous)

Project: Fixed Income Securities

Description: Prepare MIS reports in Excel, MS – Access and supported to resolve queries on the traded securities regarding Pricing details from Oracle DB using Toad

Period: April'12 - Sep'13