

**Vinayaga Moorthy**

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**SYNOPSIS:**

- > M. A + M. Phil (Analytics) having 10+ years' experience in statistical and data analysis, market research and Analytics.
  - > Understanding client requirements, implementation of business logic, transforming data as per the business rules.
  - > Possess excellent analytical, interpretational and problem solving skills.
  - > Interacted with the onshore clients (SMEs) effectively using statistical and business skills and received good appreciation for the analytical solutions provided.
  - > Played a key role in taking over onshore projects to offshore with smooth transition by actively Participated in knowledge transfer.
  - > Willing to take challenging assignments and interested to work in different kind of applications and emerging technologies.
  - > Expertise in using statistical packages like SAS, R, Python, SQL.
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**Technical proficiency:**

Statistical Packages	:	SAS, R, Python
DBMS	:	KNOWLEDGE OF MS ACCESS
Application tools	:	MS Office, MS Excel.

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**WORK EXPERIENCE:****American Express (Middle East)****Jun 2022 – Sep2022****Client: AMEX****Role: Business Analytics Specialist*****Project: Credit Limit Increase*****RESPONSIBILITIES:**

- Communicates with management on the progress of credit limit increase with different criteria and customer performance.
  - Communicates with internal customers and partners within and outside the finance department to provide status updates and requests for information.
  - Performs various routine duties, such as running weekly aging reports.
  - Strong knowledge of business processes and workflow.
  - Follow the policies, procedures, and strategies set forth by Management.
  - Identifies ways to streamline and / or improve the work process.
  - Experience in waterfall methodology.
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**Cognizant Technologies (CTS)****Jan 2019 – June 2022****Client: Philips****Role: Data Scientist****Project: LSP Profitability****Technology used: Qlik Sense and, Advanced Excel.****RESPONSIBILITIES:**

- Price Analytics on Optimize the price of the Products and analyze the price of each product that leads to high incremental acquisition OR High volume OR both.
- Products operate in 17 Markets, Incremental sales volume can be achieved by Regressing Quantity sold against Price of product recorded in a Time Series data.
- LSP Profitability is a tool to track Project Status and financial performance of Long-Term Strategic Partnerships/Deals.
- Working with Our structured approach help assess the financial status of the LSP Partnerships.
- Data and model validation, focused on data sufficiency.
- Exploratory Data Analysis (Reading Data, Exploring Data, Data Cleaning).
- Consistent deliver on client engagements to drive client satisfaction

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**Nielsen India Pvt Ltd****Mar 2016 – Jan 2019****Role: Data Scientist****Project: Nielsen Online - Web Analytics****Technology used: R, PYTHON, Advanced Excel, and SAS – 9.2, Advanced Excel.**

- Analyzing the brand performance based on panelists' Internet usage data across USA, Europe and Asia Pacific region.
- Measuring and analyzing consumer behavior, advertising effectiveness, brand advocacy and buzz by using metrics like hits, page views, sessions, durations etc.

**Job responsibility includes:**

- Defining and measuring the universe using statistical techniques.
- Collect and analyze data in SAS about the performance of product, service or project in the market and submit performance evaluation reports on monthly basis.
- Generating client reports and dashboards based upon panelists' Internet usage data and user demographics is SAS.
- Regular interaction with onshore Nielsen counterparts to understand the new requirements and explain the analysis that the team has done.

**Project: Nielsen Online - Web Analytics (Reach Curve Analysis)****Technology used: R, PYTHON, and Advanced Excel, SAS – 9.2.**

- Analyzing the Digital add ratings performance based on Internet usage data across China, USA region.
  - Measuring and analyzing consumer behavior, campaign effectiveness by using metrics like sites, site views, sessions, durations etc.
  - Analyze the impact of demographic targets on user behavior using regression analysis to determine the best model fit in Python and R.
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**Tata Consultancy Services (TCS)**

**Feb 2010 – Feb 2016**

**Client: A.C Nielsen**

**Role: Analyst**

***Project: Emerging Business Telecom (Consumer Insight-Weighting)***

**Technology used: SAS – 9.2, Advanced Excel.**

**Background:** Nielsen is one of the major Clients for TCS which is considered as global market research leader. Objective of Nielsen is to provide business solutions to the end client by making use of its Data & Services.

**RESPONSIBILITIES:**

- Developing innovative analytical solutions that create a competitive advantage in the telecom industry market, using statistical techniques with the help of SPSS, SAS tool.
- Checking the data for inconsistencies in data tabulation / SPSS output, as per the specification forms provided by the clients.
- Processing/checking the research data (survey Weighting, data cleaning, data merging, data format conversion), using various tools and procedures.
- Performed Data Analysis on the data sets using PROC FREQ, PROC MEAN, and PROC UNIVARIATE.

***Project#: Online Media Research***

- Generating weights for the panelist and checking data consistency by comparing month on month basis.
- Computing pair-wise correlation between entities based on panelist behavior using SAS. The Correlations are used as guidelines to select/delete behavioral targets for online weighting and to make sure that the behavioral targets chosen are not significantly correlated.

**PROFESSIONAL ACHIEVEMENTS:**

- Awarded as “Star Performer” for Consistent performance for 100% quality for the year 2011 to 2012 from **TCS**.
- Awarded as “Simply Excellent Award” for superb contribution to reach curve methodology work from Nielsen.
- Awarded as “Simply Excellent Award” for (2016 brought many challenges to Netview production) from Nielsen.

**ACADEMICS:**

- **M.Phil** – Economics with **78%** of the year 2006 from Loyola College, Chennai.
- **PGDCA**- Post Graduate Diploma in Computer Application, of the year 2005, Madurai.
- **Post Graduation: M.A** – Economics with **66%** of the year 2005 from the American College, Madurai.
- **Graduation: B.A** – Economics with **75%** of year 2003 from the American College, Madurai.
- **HSS** – O.V.C.HSS with **75%** of year 2000, Mana Madurai.
- **HS** – St. Mary's HS with **72%** of year 1998, Rajagembiram.

**LANGUAGES KNOWN:**

- Tamil, English, Hindi

**PERSONAL INFORMATION:**

- **Date of Birth:** 08 June 1983.
- **Sex:** Male
- **Permanent address:** 1<sup>st</sup> ward, Murugan Kovil Street, Kulamangalam, Madurai, Tamil Nadu, Pin-6256017
- **Passport Details:** Yes.
- **Nationality:** Indian
- **Marital Status:** Married
- **Pan Card:** Yes.