

Soudhakar Elumalai

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Objective

Looking for a lead role in an Analytics organization that has opportunity to mentor and Impact business with smart analytics

Skill set:

- Machine learning, Program management and Mentoring
- Analytics (Tools: R, SQL, Python, QlikView, Adobe SiteCatalyst / Insights / Discover, Excel, Tableau, Hive and other analytical tools)

Work experience: Currently working

Organization: SAP SDC

Duration: Nov 2017 – Till date

Roles and Responsibilities:

1. Create intelligent products that support business transformation products using machine learning
 - AutoConsult, an internal product that reduces time spent on outside- in analysis
 - Improve customer consulting coverage by 30% (3 months since launch)
2. Partner with consultants on projects that require Machine Learning and problem-solving expertise
 - Predictive maintenance – RUL prediction
 - Corrective action recommendation

Work experience: 43 months

Organization: Flipkart internet services private limited

Duration: Jan 2014 – Jul 2017

Roles and Responsibilities:

3. Category Management Analytics (Mobiles and Tablets) – 4.6 Cr Margin improvement
 - Drove Returns down from 5% to 4.5% with recommendation with Exploratory data analysis
 - Devised and implemented algorithm for ‘Recommended for you’ module on Web
 - Marketed basket Analysis cross category affinity based on browse behavior
 - Implemented Targeted email plan to improve sales using Logistic regression model
4. Own and drive customer behavior Insights and recommendation for Mobile category
 - CTR improvement for content banner classification based on effectiveness – **SVM**
 - Customer classification using **Decision tree** – **Random forest** for targeted push notification
5. Advertisement analytics
 - Lead attribution analytics team and build attribution model from scratch
 - A/B testing of Ads and product improvements recommendations
6. Social media and Brand benchmarking algorithm

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- Develop and own Branding product
 - Socialize and make Brand index as the common currency for brand measurement across organization
7. Alternate recommendation Logic
- Own alternate recommendation logic when there is no internal data – Recommender scoring algorithm

Work experience: 39 Months

Organization: Dell international services

Duration: Sep 2010 – Jan 2014

Roles and Responsibilities:

1. Competitive Intelligence and Product analytics

8. DTV- Design to value – Smart CI solution (or) The Butterfly

- Automated the data collection that reduced 66% of the total time spent
- Developed an algorithm that can automatically text patterns
- Synthesized the output of CI and conjoint output to arrive at the overall theme
- Influenced planners decision with the output from ‘Smart CI solution’

9. Market sizing and competitor landscape

- New market identification and consulting with TAM and SAM estimation
- Identification of competitors for the targeted segment based on customer needs
- Consult new technology adoption with the help of ‘Predictive roadmap and supplier input analysis

2. Product catalog through clustering – Expected incremental impact of 500 million USD on BAU

- Use of K-means clusters to create product clusters for ‘Off the shelf configuration’
- Scoring weighted distance for each module with Domain expertise
- Consult the Launch and PLM team to create optimal catalogue

Work experience: 16 months

Organization: Genpact Analytics

Duration: May 2009- Sep 2010

Roles and Responsibilities:

1. Business Analyst Marketing Analytics

- Design and build market reports for Sales for effectiveness
- Communicate the influence of New competitor drug, Patent expiration and Marketing efforts

2. Market Mix modelling - SAS

- Compute base to incremental sales with causal values

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- Conduct sensitivity tests and arrive at optimal budget for each promotional channel

ACADEMIC / PROFESSIONAL AWARDS

- Winner of S2E hackathon May 2017 held at Flipkart Review enhancement model for Flipkart
- Best Mentor (2016) for guiding an intern for Seller Life time value project
- Won **first prize** in Dyuti (2012) and Nominated for India innovation– Analytics **Smart CI solution & predictive roadmap** at Dell Global analytics
- Won **first prize** in Dyuti (2013) for program managing **ANTS** algorithm that helped saving 50,000 USD/ month operationally
- Won **Bronze award** for bringing in new business **worth \$ 200,000** to Genpact. For recommending GTM strategy framework for off the shelf stem cell drugs

EDUCATIONAL QUALIFICATIONS

M.B.A	Indian Institute of Technology – Madras	2007-2009	7.57/10 ^(CGPA)
B.Tech	Government College of Technology, Coimbatore	2002-2006	65.2%

Adjunct faculty VIT business school, Vellore

- Conduct hands on analytics workshop for the business school students
- Evaluate student performance based on case study and approach to problem solving
- Make them participate in Kaggle competition

Key courses taught are

- Advanced analytics techniques like Logistic regression, Linear regression and classification models based on business cases
- Advanced excel and spreadsheet modeling
- Digital analytics
- R programming for data sciences

Guest lecturer, KCT business school, Coimbatore

- Conduct hands on analytics workshop for the business school students
- Evaluate student performance based on case study and approach to problem solving

Key courses taught are

- Introduction to analytics- using excel
- HR analytics: An easy guide to predict your employee behavior (R and Tableau Public)

Guest lecturer, GSB , Coimbatore

- Introduction to analytics- Making it simple!