

RAHUL NARENDRANATH

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India, 600040

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EDUCATION

SSN SCHOOL OF ADVANCED CAREER EDUCATION

Post Graduate Certificate in Business Analytics, July 2015

Chennai, India

GPA: 9.1/10

NATIONAL INSTITUTE OF TECHNOLOGY, SURAT

Bachelor of Technology-Civil Engineering, June 2013

Chennai, India

GPA: 8.17/10

PETIT SEMINAIRE HIGHER SECONDARY SCHOOL

XII Standard

Pondicherry, India

95.25%

CERTIFICATION

CERTIFIED SAS BUSINESS ANALYTICS PROFESSIONAL

Edvancer Eduventures,

Jan'15

TECHNICAL SKILLS

Databases : IBM DB2, MySQL, Microsoft SQL Server, HIVE , Snowflake
Statistical Software : SAS Base, SAS Enterprise Guide, SAS Enterprise Miner, R, PySpark
Visualization : Tableau, QlikView, Power BI
Others : MS Office
Statistical Techniques : Logistic Regression, Decision Trees, K-Means Clustering, Linear Regression, LASSO Regression, Association Rule Mining, KNN, Random Forest

WORK EXPERIENCE

Wells Fargo India

Chennai, India

Lead Analytics Consultant

Oct'23 – Present

- Conducting preliminary analysis on assigned customer remediations including identifying data sources, understanding impacted population, and identifying additional customers using a combination of heuristics and business frameworks.
- Building insights from the available data and suggest methods and solutions to streamline and optimize repetitive tasks performed as part of BAU.

TPI Composites Ltd.

Chennai, India

Senior Analyst - IT

June '22 – Sep'23

- Liaising with key stake-holders to understand, define, and build BI and Analytics projects that measure key Business Metrics across multiple departments.
- Manage a team of Data Engineers and visualization experts to deliver actionable visualization reports to support key business processes.

Ford Motor Private LTD.

Chennai, India

Intelligent Customer Interactions Analyst

May '19-June '22

- As an analyst my role involves understanding and building frameworks to solve key business problems and generating effective and measurable results.
- Actively involved in projects across multiple geographic locations and providing assistance to multiple teams to ensure smooth completion of projects
- Involved in developing reusable codes to ensure repetitive tasks are handled consistently without any major lag time.

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POSITIVE INTEGERS PVT. LTD.

Associate Consultant

Chennai, India
July'17-Mar'18

- As an Associate consultant, my roles included performing analysis, on client specific business needs, to uncover insights that support our recommendations to clients
- Presenting at team and client meetings, and determining the most practical way to drive lasting results, based on our insights

Business Analyst – Predictive Modeler

July'15 – July'17

- As a Business Analyst working for the Analytics team at Positive Integers, I have performed end to end statistical analyses and business presentations to solve a variety of problem statements like churn, displacement, up-sell, cross-sell, penetration etc.
- Actively helped in automation of several processes within the organization to help faster delivery of outputs
- Worked with several Retail and Telecom clients to provide on time end to end solutions.
- Worked on a research and development project to build new use cases for the organization.

ACC CONCRETE LTD.

Assistant Manager, Sales

Chennai, India
Aug '13 – Nov '14

- As a member of the Sales team, my responsibilities involved from the Identification of prospective clients to the negotiation of the contract value with the clients. I was also tasked with handling the whole of North Chennai to identify and develop new revenue streams for the organization.
- Helped in adding more than 20 new clients to an already strong portfolio of more than 300 builders and contractors

KEY PROJECTS

BOWLER Report

Jul'22 – Sept'23

- **Objective:** To decode and develop a Power BI dashboard which displays key Business metrics including the BOM Cost which calculates the actual cost of making a Wind Blade
- **Tool & Techniques:** Power BI, Snowflake
- **Results:** The report intends to redefine the entire Business process of setting and measuring targets set for key performance metrics. The report has already been helpful in identifying key areas of improvements in the Business processes to ensure better results

Mileage Prediction

Sep'19 – Mar'20

- **Objective:** To rebuild a legacy Model that predicts with accuracy the miles travelled by a vehicle at any given point of time
- **Tool & Techniques:** PySpark, HIVE
- **Results:** The resulting model replaced the legacy model and is currently being used as a predictive variable across the organization to solve multiple business problems.

Association Rule Mining

Nov'15 – Jan'16

- **Objective:** To identify the ideal purchase pattern of customers and optimize the campaigns by identifying the next best product of customers
- **Tool & Techniques:** Base SAS, MS Excel, Association Rule Mining
- **Results:** A potential purchase path was built for each customer. This allowed us to target customers with the correct products at the right time.

ADDITIONAL PROJECTS

Data Artistry Tournament

Mar'18

Participated and finished in the Top 10, competing individually against over 30 teams Pan India in the Data Artistry Tournament. Presented key findings of the visualization exercise to a panel of judges from the Election data provided for Analysis - [Click on this link to view the Visualization](#)