

SANDEEP KUMAR

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Summary

Results-oriented analytics professional with 8 years of expertise in generating insights and strategies for leading e-commerce and fintech companies. I specialize in risk, fraud, and trust analytics, using data-driven approaches to improve performance and minimize risks. Adept at leveraging machine learning models and building intuitive dashboards to solve complex business problems.

Work Experience

Assistant Manager

Oct 2021 – Present

LatentView Analytics

Chennai

- Developed a Risk Framework for payment instruments used by sellers, enabling customized risk policies for seller cohorts, leading to annual loss savings of \$1M for the client
- Analyzed cohorts of sellers who returned to the website after suspension with intent to commit fraud, identifying specific groups for immediate suspension policies, leading to an annual loss reduction of approximately \$200K
- Led anti-money laundering (AML) projects aimed at minimizing false alerts, thereby optimizing client investments in manual review processes
- Created a framework to segment sellers into various risk profiles using a decision tree model, enabling the development of tailored policies based on seller risk profiles

Senior Analyst

Apr 2019 – Sep 2021

LatentView Analytics

Chennai

- Identified friction points in the buyer-seller journey on an e-commerce platform, created a KPI tracking system and interactive dashboard, empowering stakeholders to make data-driven decisions and reducing seller friction by 20%, particularly in fraud-related buyer-seller conversations
- Conducted social media sentiment analysis for a software company, providing insights that informed pricing and product strategies.

Analyst

Jun 2016 – Mar 2019

LatentView Analytics

Chennai

- Built merchant performance dashboards, enabling the client to track financial trends across regions and products
- Evaluated cross-sell channel performance for a fintech client, providing actionable insights to optimize budget allocation for marketing campaigns
- Assessed the track record of low-performing customers to establish new pricing strategies aligned with the client's business objectives

Technical Skills

Programming Languages: SQL, Python, R

Analytics Expertise: Business Intelligence Tools (Tableau, PowerBI), Predictive Modeling, Time Series Forecasting

Data Science Libraries: NumPy, Pandas, Scikit-learn, TensorFlow, Matplotlib, Seaborn

Education

Vellore Institute of Technology, Vellore

2012 - 2016

B.Tech in Mechanical Engineering

8.95/10 CGPA

Honours and Awards

Spirit of LatentView Award

Dec 2022

LatentView Analytics

Chennai

- Awarded for creating business impact

Certifications

Machine Learning - Coursera

[Link](#)

Deep Learning Specialization - Coursera (deeplearning.ai)

[Link](#)

Complete Python Bootcamp - Udemy

[Link](#)