

Krishna P

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Summary:

* Certified SAS Programmer with more than Seven years of experience in Market Analysis, Financial Analysis and Health Care Data Analysis
* Experience in Base SAS, SAS Enterprise Guide, Macros, SQL, SAS/STAT, SAS/Access, SAS/GRAPH and SAS/ODS.
* Experience with PROC SQL, writing queries, using Left Join, Right Join, Outer Join and Union.
* Strong expertise in reporting and summarizing data using PROC REPORT, PROC TABULATE, PROC SUMMARY and PROC FREQ.
* Expertise in generating maps using PROC GMAP procedure
* Knowledge on SAS efficiency techniques and experience in handling huge volumes of data
* Worked in Data Mining, Statistical environment and extensively used SAS Enterprise Miner for modeling
* Hands-on experience with SAS Model Manager for implementing and tracking of models.
* Hands-on experience in Data mining techniques such as Association, Clustering and Decision trees.
* Strong understanding in various SAS STAT techniques such as ANOVA, Pearson chi-square test, T-Test, Correlation and Regression Analysis
* Extensively used Enterprise Miner for Data mining, Predictive modeling and statistical analysis for marketing campaigns.
* Experience in accessing RDBMS databases such as Oracle, Teradata using TOAD and Oracle SQL Developer, Teradata developer , SQL Server and SAS/Access facility
* Extensively worked on SAS views and SAS Indexes to reduce I/O bottlenecks and processing time for large volumes of data.
* Expertise in using SAS/ETS and SAS Forecast Studio for time series forecasting
* Good understanding of Health care terminology such as Medicare, Medicaid, HIPPA, CPT, DRG and HCPAC.
* Expertise in developing scripts to identify potential fraud transaction in Health Care Data.
* Proficient in using Import and Export procedures to handle data in raw text format, ORACLE and DB2 database management systems.
* Ability to work in fast paced environment with little or no documentation, able to employ new ideas, concepts, methods, and technologies
* Strong analytical, diagnostic skills and ability to work in a fast-paced and team-oriented environment.

TECHNICAL SKILLS:

Statistical Software : Base SAS, SAS/STAT, SAS/GRAPH, SAS/ODS, SAS/ETS, SAS Enterprise Guide, SAS Enterprise Miner, SAS Model Manager, SAS Management Console, SQL Server Management Studio, SAS Forecast Studio

Programming Languages : SQL,

Databases : Oracle, Tera Data, MS-Access, SQL Server.

Operating Systems : WindowsXP/Vista/Windows7

EXPERIENCE:

Santander Consumer USA, TX Jan’13 - Current

SAS Consultant/Analyst

Santander Consumer USA is a leading company in the automotive finance sector. Objective of the project is to provide analytical support to the rapidly growing US operations. Major responsibilities include tracking, validation of existing models, providing data support for new models, regular and ad-hoc reporting, and scheduling and automation of reports.

Responsibilities:

* Used SAS/Access facility and SQL Server Management Studio to connect to SQL server and used SAS SQL procedures to extract and manipulate data.
* Developed SAS MACRO scripts to check data quality, generate descriptive statistics for modeling and scoring data sets
* Assisted lead programmer/statistician by creating historical data base for predictive modeling.
* Involved in all stages of model development including model data set generation, model building, validation and tracking performance
* Maintained logistic regression and decision tree models using SAS/Base and SAS Enterprise Guide 5.1
* Used SAS/STAT procedures such as Proc Univariate, Proc Means, Proc Surveyselect, Proc Reg and Proc Logistic
* Used SAS Model Manager to score and track existing models and generate quarterly reports
* Created models to score every customer churn likelihood
* Developed SAS programs to create mail lists for satisfaction survey to eventually estimate their churn likelihood.
* Used SAS Enterprise Guide and SQL Server extensively for Ad hoc reporting.
* Modified existing and new SAS jobs that generate reports, and to send them as PDF or HTML attachments or as body of the email.
* Used PROC GMAP Procedure to generate maps for individual states showing two response variables
* Reviewed various documents and source systems schema to improve business understanding and data understanding
* Acted as liaison between on site management and off shore teams and contributed for completing the project with in timeframe.

Environment: SAS/ACCESS, SAS/BASE, SAS/STAT, SAS/GRAPH, SAS/Enterprise Guide 5.1, SAS Model Manager, SQL Server Management Studio, MS OFFICE

DirecTV, CA                                                                                                             Jun’10 – Dec’12   
SAS Programmer/Analyst

DIRECTV is leading provider of satellite-based television services to U.S. and Latin America. Objective of the project is to provide analytical support to rapidly growing DirecTV Latin American operations. Major responsibilities include developing analytics data mart, supporting existing analytical models and producing regular and ad-hoc reporting. Supported the modeling team to develop customer churn prediction models.

Responsibilities:

* Used FileZilla to download pipe separated files from several South American countries and imported data into SAS
* Involved in development of data dictionary for newly developed analytical data mart, created test scenarios for checking data quality
* Developed SAS MACRO scripts to check data quality, extensively used SAS/STAT procedures such as PROC UNIVARIATE to summarize and conduct preliminary data validation
* Assisted lead programmer/statistician by creating historical data base for predictive modeling.
* Used SAS Enterprise Miner to conduct data mining and build predictive models for customer churn prediction
* Generated Logistic regression, Neutral Network and Decision tree models using SAS Enterprise Miner
* Used SAS/Access facility to connect to oracle data mart and used SAS SQL procedures to extract and manipulate data.
* Created models to score every customer churn likelihood
* Developed SAS programs to create mail lists for satisfaction survey to eventually estimate their churn likelihood.
* Provided decision support for new product launch, X-Cell, Up-Cell opportunities, impact of dunning policy, and impact on new channel purchase agreements.
* Used SAS Enterprise Guide extensively for Ad hoc reporting.
* Conducted individual account and household level analysis and also significance tests and study response rates for different offers.
* Created reports using PROC REPORT, PROC TABULATE, ODS statements and PROC TEMPLATE to generate reports in HTML format.
* Reviewed various documents and source systems schema to improve business understanding and data understanding

Environment: SAS/ACCESS, SAS/BASE, SAS/STAT, SAS/GRAPH, SAS/Enterprise Guide, Enterprise Miner, Teradata, Oracle, MS OFFICE

Wells Fargo, NC Jan’ 09 –Apr’ 10

SAS Marketing Database Consultant

Wells Fargo is a leading global financial services company and one of the largest banks in United States. The project is to support the marketing division of Wells Fargo’s retail and consumer banking department. The scope of the project is to create an application to implement Well Fargo’s marketing campaign and evaluate its performance. The application creates mailing lists of consumers for Direct Mailing and Telemarketing and tracks and analyzes the responses from the recipients.

Responsibilities

* Extracted data from the database using SAS/Access Pass-through facility and manipated data sets using PROC SQL.
* Extensively used BASE SAS to merge, append, transpose datasets.
* Updated and maintained data warehouse to support marketing analytics
* Created scripts to automate data validation and error handling; constant data quality checks were conducted prior to reporting and developing new models
* Developed SAS programs to create a customer mailing list for Direct Mailing Campaigns
* Maintained and enhanced existing SAS reporting programs for marketing campaigns.
* Analyzed response and sale results and wrote monthly summary on campaign performance.
* Supported model development process; used logistic regression and decision tree nodes in SAS Enterprise Miner
* Extensively used SAS reporting procedures such as PROC RERORT, PROC TABULATE, PROC FREQ and PROC SUMMARY to analyze campaign effectiveness.
* Generated graphs using SAS Report and SAS /GRAPH and generated reports using SAS/ODS
* Developed scripts for pre-campaign and post-campaign comparison analysis
* Conducted independent group t-test and depended group t-test for analyzing campaign effectiveness.
* Participated in marketing team meetings to understand new initiatives for marketing team

Environment: Base SAS, SAS Macros, SAS/Connect, SAS/Access, SAS/STAT, SAS DDE, SAS ODS, SAS/GRAPH, SAS/IML, Oracle 9i, DB2, SAS V9.1.3, SAS Indexes, SAS Views, SAS MP-Connect, SAS Enterprise Guide, Enterprise Miner, Excel, Windows XP, AIX UNIX .

Blue Cross Blue Shield, MI Jun’ 07 –Dec’ 08  
SAS Programmer/Analyst

Blue Cross Blue Shield is the leading health insurance provider in the United States. The project was to support the modeling team developing fraud detection algorithms. Organized data, conducted data investigation and worked on fraud modeling.

Responsibilities:

* Extracted data from SQL Server and DB2 using SAS/ACCESS in WINDOWS Environment.
* Using BASE SAS manipulated and summarized data
* Conducted Data investigation and cleaning through developing various SAS auto call MACROS
* SQL procedures were extensively used to create analysis data sets for Eligibility, Inpatient, Outpatient, Long Term Care and Pharmacy (Rx).
* Generated Quarterly and Annual Reports by extracting and populating data to create reports with the SAS ADD-IN provided in Microsoft EXCEL.
* Analyzed the data and created graphs on Excel sheet by using Microsoft VBA scripts
* Used SAS/GRAPH and PROC CHART procedures to generate various charts for analysis
* Optimized the current process and developed new programs for automation.
* Generated formats using PROC FORMAT for frequently used variables such as CPT (Current procedural terminology), HCPC, DRG (Diagnosis related group), program type, type of claim, type of service, diagnosis code and Adjustment Indicator.
* Implemented SAS procedures, MACROS and applications for data cleaning, reporting, and documentation.
* Actively involved in the development of algorithm and investigation tools for identifying fraudulent transaction claims
* Generated macros for fraud modeling to identify duplicate claims and fraudulent claims
* Developed SAS MACROS for generic coding and reusable modules.
* Debugged inherited programs and documented existing programs.
* Performed documentation for SAS code for better understanding of the code
* Generated monthly, quarterly, and annual performance reports for senior management.

Environment:  SAS/BASE, SAS/MACROS, SAS/ACCESS, SAS/SQL, SAS/GGRAPH, Excel/Access, Oracle/SQL, Windows XP and UNIX.

Citizens Bank of Kansas KS Jan' 06- May '07

SAS programmer Analyst

The project was part of an enterprise-wide initiative to manage Citizen’s consumer lending portfolio. Analysis was done using the historical data present in the data warehouse for the entire life cycle of the loan (acquisitions, delinquencies and payment activity), loan product and borrower information, credit risk information and counter party credit risk information. The goal of the project is to estimate portfolio wide losses to assist in the estimation of economic capital.

* Performed ETL-Extraction/Transformation/Loading on DB2, Oracle and other flat files using SAS/Access, Proc SQL procedures, Proc Import etc.
* Validated and tested SAS code for new and existing Reports.
* Worked with large tables consisting of huge volume of data and wrote complex queries to join/extract data from source data.
* Involved in developing codes, production support activities, generating reports, code reviews.
* Developed SAS based applications for measuring financial performance of newly acquired accounts: Forecast Vs Actual.
* Implemented Credit Risk Analysis reporting system based on Fico Scores
* Wrote programs in SAS generate reports, creating RTF, HTML listings, tables and reports using SAS ODS for ad-hoc report generation.
* Ran Monte Carlo simulations to calculate quarterly capital requirements for Citizen’s operational risk component
* Developed adhoc-reports as per business requirements and created various reports like summary reports, tabular reports.
* Responsible for maintenance and enhancements work in reporting system using SAS/Base, SAS/Macro, SAS/Stat, SAS/Graph.
* Used SAS, SAS Macros, Oracle, Procedures like SQL, FREQ, UNIVARIATE, SUMMARY, MEANS, TRANSPOSE, ARRAYS, Tabulate, and SORT to extract data, prepare integrated data base and its analysis.
* Developed Macros in Shell Scripts for Data Management, Submitting batch jobs and Performing FTP

Environment: SAS/BASE, SAS/Macro, SAS/STAT, SAS/CONNECT, SAS/GRAPH, SAS/ACCESS, SAS/ODS, Oracle 9i, PL/SQL, DB2, UNIX, MS EXCEL, MS ACCESS

Global Analytics Inc. – India May’ 02-Oct' 04

SAS Analyst

Worked in Market Research and Analysis (MRA) team. Responsibilities include providing analytical and reporting solutions to Direct mail and web marketing. Developed and maintained models for acquisition of cross-sell and up-sell marketing, segmentation and targeting.

Responsibilities:

* Gather data from various sources and conduct data manipulation in order to analyze the effectiveness of business strategies.
* Conducting analysis on client consumer databases looking at profitability, transaction behavior, and demographic characteristics.
* Developed SAS code for database marketing efforts, such as CHAID, cluster analysis, and customer profiling.
* Generating Regular, Ad-Hoc Reports using SAS Tools and Oracle and ETL sources.
* Wrote macros to organize data files to business specifications within standard office applications such as Excel, Access, Word, and PowerPoint.
* Worked on Statistical Models, predictive models and Regression Models using SAS Tools.
* Automation of MIS Reporting systems.
* Work collaboratively with Data Processing to define data structures and content (i.e., file layout) and validate data integrity using UNIX, PERL.
* Developed various VBA processes for reporting purposes.
* Setting up and scheduling processes using cronjobs in UNIX.

Environment: Base SAS, SAS Macros, SAS/Access, SAS/STAT, SAS/ETS, SAS ODS, VBA for Excel, SAS/GRAPH, ORACLE, TOAD, SAS Indexes, SAS Views, SAS MP-Connect, Excel.