An astute professional with around 18 years of experience in academia & consulting industry. Data Enthusiast with an experience of executing data-driven solutions to increase efficiency, accuracy and utility of internal data processing. Experienced at creating data regression models, using predictive data modelling, and analysing data mining algorithms to deliver insights and implement action-oriented solutions to complex business problems.

Dinesh Kumar S

Associate Professor
- Data Science &
Business Analytics

Personal Info

Phone: +91 98844 90116

Email: dhineselvaraj@gmail.com

E-3-G, Pristine Acres Phase 2, Nookampallayam Road, Perumbakkam, Chennai – 600100 Tamil Nadu, India

Passport No: L9146228

Skills

Machine Learning:

Classification, Regression, Clustering, Decision Trees, K-Means Clustering

Statistical Methods:

Predictive Analysis, Hypothesis Testing and Confidence Intervals, Principal Component Analysis and Dimension Reduction, Market Basket Analysis, Text Analytics

Technical Skills:

Python, R, SPSS, MySQL, KNIME, SPSS, AMOS, Excel

Data Visualization Skills:

Tableau, Power BI

SCHOLASTICS

2021 - PGP in Data Science and Business Analytics

2019 - Ph.D in Management

2005 - M.B.A (Systems & Marketing)

2003 – B.Sc.,(Physics)

CERTIFICATIONS AT A GLANCE

COURSERA certifications at a glance
Introduction to Data Analytics for Business from University of Colorado.

Business Analytics and Digital Media from Indian School of Business(ISB)

Foundations of Marketing Analytics from ESSEC Business School

Marketing analytics - Know your customers from Macquarie University

edX certifications at a glance
Predictive Analytics from Indian Institute of Management, Bangalore

SWAYAM/NPTEL certifications at a glance
Marketing Analytics from IIT –Kharagpur.
ARPIT in "Data Analysis For Social Science Teachers" from University of Hyderabad
ARPIT in "Online Refresher Course In Management" from Banasthali Vidyapith University

CAREER CONSPECTUS - 10.03 yrs in academia & 7 yrs in Industry

June'22 – till now - Associate Professor at Sri Sairam Institute of Management Studies, Sri Sairam Engineering College, Chennai

June'12 – May'22 - Assistant Professor at Sri Sairam Institute of Management Studies, Sri Sairam Engineering College, Chennai

Oct'11 – May'12 - (AVP) Senior Manager at Allegro Capital Advisors Pvt Ltd., Bangalore
(Pelican merged with Allegro Capital Advisors)
June'05 – Sep'11 - Senior Manager at Pelican Wealth Managers Pvt Ltd., Chennai

Skills and

Recommending an ideal portfolio considering stocks of large-cap industries

Ana

Building a portfolio by analysing stocks of several large-cap industries from different industry verticals and selecting stocks based upon the risk and return associated with them.

Skills and

Credit Risk Default Model

Def

The project involved developing a credit risk default model on Indian companies using the performance data of several companies to predict

Ana whether a company is going to default on upcoming loan payments.

Recommending ways to increase revenue of a Grocery Store

Skills and

Ana The project involves conducting a thorough analysis of Point of Sale (POS) Data for providing recommendations through which a grocery store can increase its revenue by coming up with attractive combo & discount offers

Ana for customers.

Understanding Customers' Buying Patterns for an Automobile Parts Manufacturer

Skills and This project aims to find the underlying buying patterns of the customers of an automobile part manufacturer based on the past 3 years of the

Ana Company's transaction data and hence recommend customized marketing strategies for different segments of customers.

Online retail Orders Analysis

This project is based on the order management functionality of an online

Skills and retail store in which you are provided with the "orders" database and you are asked some queries related to it. Answers to these queries will help the company in making data-driven decisions that will impact the overall

sta growth of the online retail store.

usi

Wo **6. Visualizing Insurance Claims using Tableau**

This project explored the art of problem-solving with the aid of visual analytics. Tableau's data visualization tools were used to create interactive dashboards to provide high-level insights to the CEO of an Insurance

Skills and company to drive the company's policymaking

7. Built a model to forecast monthly sales of Wine for certain Wine Estate for the next 12 month

Exploratory Data Analysis for Time Series Data, Exponential Smoothing Models, ARIMA/SARIMA Models, Moving Average Models, Python

Analysed historical monthly sales data of a company. Created multiple forecast models for two different products of a particular Wine Estate and recommended the optimum forecasting model to predict monthly sales for the next 12 months along with appropriate lower and upper confidence limits.

8. Election Exit Poll Prediction and U.S.A Presidential Speech Analysis using Machine Learning

Skills and Tools Used

Text Mining Analytics, Support Vector Machine, K Nearest Neighbour, Naive Bayes, Ensemble Techniques, Logistic Regression, Linear Discriminant Analysis, Python

This project is based on 2 case-studies: Vote Prediction and Text Analysis. The first project is to predict which party a citizen is going to vote for on the basis of their age and according to the answers given by the citizens to the questions asked in a survey conducted. The second project is based on the analysis of the inaugural U.S.A. Presidential speeches. One has to draw inferences based on the analysis done on these speeches.

9. Gems & Holiday Package Prediction

Skills and Tools Used

Linear Regression,

Logistic Regression,

Linear discriminant Analysis

Python

This project is based on 2 cases studies: Gems Price Prediction and Holiday Package prediction. In the first case study, concepts of linear regression are tested and it is expected from the learner to predict the price of gems based on multiple variables to help company maximize profits. In the second case, concepts of logistic regression and linear discriminant analysis are tested. One has to predict if the customer will purchase the holiday package to target the relevant customer.

10. Bank Customer Segmentation and Insurance Claim Prediction

Skills and Tools Used

Clustering, CART,

Random Forest,

Artificial Neural Networks,

Python

The project involved drawing inferences from 2 case studies, namely - Bank Marketing & Insurance. The concepts of Clustering, CART, Random Forest, and Artificial Neural Network are used to draw inferences from these case studies. Various performance metrics have been used to validate the performance of predictions on Test & Train sets.

11. Drug Analysis using ANOVA and Principal Component Analysis on College Admissions Data

Skills and Tools Used

ANOVA,

PCA,

EDA

Python

The project involved drawing inferences from 2 case studies, namely - Hay Fever Drug Analysis, College Admissions Data. The concepts of Exploratory Data Analysis, Analysis of Variance, and Principal Component Analysis are used to draw inferences from these case studies.

Skills and Tools Used	**12. Statistical & Probabilistic Analysis of Store Sales, University Survey, & Manufacturing data**
Descriptive Statistics, Probability & Probability Distributions Estimation, Hypothesis Testing Python	The project involved drawing inferences from 3 case studies, namely - Wholesale Customer Data (Store Sales), University Survey Data & Manufacturing Shingles Data. The concepts of various measures of Descriptive Statistics, Probability and Probability Distributions and various measures of Estimation & Hypothesis Testing are used to analyse these case studies.
Skills and Tools Used	**13. Uber Drive**
Python Functions, Data Interpretation	The project is based on the trips made by Uber drivers. Different aspects of the trip are analysed by using different functions in Python.

ACADEMIC CONSPECTUS

RESOURCE PERSON CONSPECTUS - Academic

Skills

Analytics, Model Building, Data Mining, Marketing Analytics, Python Functions, Data Interpretation

Delivered a session on "Basics of Analytics in Travel and Tourism Industry" for the BBA Tourism and Travel Management students organized by Department of Business & Management, CHRIST (Deemed to be University) on 09th Sep 2021.

Delivered a session on "Time Series Forecasting Using ARIMA Models" for the Faculty Development Program on "Data Science & Business Analytics" organized by Department of Management Studies, Sri Sairam Engineering College on 21st May 2021.

Delivered a session on "Entrepreneurship Development" for the "Faculty Development Program on Entrepreneurship" on organized by Mannar Thirumalai Naicker College (Autonomous), Madurai on 02nd March 2021.

Delivered a session on "Social Media Analytics" for the AICTE sponsored Faculty Development Program on "Opinion Mining – An Insight Into Social Media And Customer Service" organized by Department of Management Studies, Sri Sairam Engineering College on 10th Dec 2019.

AWARD & RECOGNITION

Received BEST PAPER AWARD at the International Conference on Emerging Management & Technology for Economic Sustainability at Alhosn University, Abu Dhabi, UAE, during April 2017.

BOOKS AUTHORED

Higher Secondary **First Year**, Vocational Education, "**Employability Skills**" Department of School Education, Govt. of Tamil Nadu, 2022.

Higher Secondary **Second Year**, Vocational Education, "**Employability Skills**" Department of School Education, Govt. of Tamil Nadu, 2023.

RESEARCH PUBLICATIONS

Presented and published the research paper on "Commiserating Customers' Purchasing Pattern Using Market Basket Analysis" on 1st International Conference on Computational Science and Technology (ICCST) an IEEE Conference on 9th Nov 2022 **(Scopus Indexed)**

Published the research paper on " The Effectiveness of Product Placement in Tamil movies: A Study with Reference to the State of Tamil Nadu, India" on South Asian Journal of Social Sciences and Humanities, Vol 3, Issue 5 (October, 2022), 28-41, ISSN : 2582-7065. DOI: https://doi.org/10.48165/sajssh.2022.3503

Published the research paper on "Performance Analysis Using the Camel Approach Reference to Select Banks in Tamil Nadu during COVID-19 – An Empirical Study" on South Asian Journal of Social Studies and Economics, Vol 15, Issue 2 (September, 2022), 54-61, ISSN : 2581-821X. DOI: https://doi.org/10.9734/SAJSSE/2022/v15i230404

Published the research paper on "Sentience of Career Opportunities and Career Development using Social Media – A Study with reference to Tamil Nadu" on Journal of Big Data Technology and Business Analytics, Vol 1, Issue 1 (January-April, 2022), 7-14, ISSN : 0193-4120. DOI: https://doi.www.matjournals.com.org/10.46610/JBDTBA.2022.v01i01.002

Published the research paper on "Influence of Economic & Financial Factors in Buying Decision of Residential Houses in Chennai Market –A Study" on **SCOPUS indexed,** Test Engineering & Management, Vol 83, 7451-7455, Issue March-April 2020, ISSN: 0193-4120. http://testmagzine.biz/index.php/testmagzine/article/view/4881/4041

Presented and published the research paper titled "Influence of Product Placement on Purchase Intention - A study with reference to Tamil Nadu" at 18th GLOGIFT Conference organized by Indian Institute of Management Lucknow, Uttar Pradesh, on 18th to 20th December 2018.

Presented and Published the research paper titled "Growing Technology and Youth Hazards - A Study with reference to Smartphone Users in Chennai" at 3rd International Research Conference on 'Glocalization: Unleashing Potential, Harnessing, Opportunities and Embracing Change' organized by Trincomalee Campus, Eastern University, Sri Lanka on 16th & 17th August 2018.

Presented and Published the research paper titled "Influence of Celebrity Endorsement on consumer Buying Behaviour – A Study with reference to Chennai" at International conference on Management, Technology and Social Sciences, organised by Geneva Business School, Geneva, Switzerland, 7th May 2018.

Published the research paper titled "Mediation of Attitude towards Advertisements in the relationship between advertisements and purchase intention" on **SCOPUS indexed** Indian Journal of Public Health Research and Development – An International Journal, vol.9, No.2, Feb. 2018, ISSN: 0976-0245. http://www.indianjournals.com/ijor.aspx?target=ijor:ijphrd&volume=9&issue=2&article=080

Published the research paper titled "A Study on Impact of Celebrity Endorsement on Purchase Decision among Consumers in Chennai" on International Journal of Enhanced Research in Management & Computer Applications, Vol (6), Issue 11, November 2017, ISSN: 2319-7471.

Published the research paper on "Impingement of Celebrity towards Product Promotion in Chennai City-A Hawkish View" on **SCOPUS indexed** Journal of Advanced Research in Dynamical & Control Systems, Special issue 15, 401-407, October 2017, ISSN 1943-023X. http://www.jardcs.org/archives-special.php?year=2017&issue=15-Special%20Issue&page=5

Presented and Published the Research paper titled "Influence of Celebrity Endorsement on Customers' Brand Perception And Purchase Intention With Reference To Chennai City" at International Conference on Emerging Management & Technology for Economic Sustainability at Alhosn University, Abu Dhabi, UAE, during April 2017. ISBN: 978-93-5228-080-3, PP 527-540.

Presented research paper on "Celebrity's Impact on Consumer Perception towards Product Promotion - An Empirical Study" at International Conference on "Innovation, Market Competition and Economic Development." Organized by IMI Bhubneshwar, and EGADE Business School, Mexico City, Mexico on December 09-10, 2016

Published the research paper on "Advertisements' Influence and Antecedents of Purchase Intention towards FMCG Products in Chennai City - A Study" on **UGC indexed** SAMVAD: SIBM Pune Research Journal, Vol XI, 65-70, June 2016, ISSN (Print) : 2249-1880, ISSN (Online) : 2348-5329.

http://samvad.sibmpune.edu.in/index.php/samvad/article/view/98184

Published the research paper on "Celebrity Endorser & Attitude towards Celebrity results in Purchase Intention – A study with reference to Chennai City" on **UGC indexed** Scholedge International Journal Of Management & Development in Oct 2015 Issue, ISSN 2394-3378, 2(10), 1-8. DOI: https://dx.doi.org/10.19085/journal.sijmd021001.

Presented and Published the research paper on "Influence of Celebrity Endorsement & Corporate Credibility on Purchase Intention towards FMCG products – A study with reference to Chennai city", during the National conference on Driving Nextgen Excellence: Entrepreneurship & Business Management, Dept. of Management Studies, Valliammai Engineering College on 24th April 2015 and published in Volume 1, Issue 2 of "International Journal of Business Intelligence & Innovations" - as 'Special Issue' Print ISSN: 2348 - 4705.

Presented a paper titled "Impact of advertisements and antecedents of purchase intention towards FMCG products in Chennai – A study" in the 9th International Great Lakes Management Research Conference organized by Great Lakes Institute of Management & Yale University on 29th Dec 2014.

CONTRIBUTIONS TO THE INSTITUTE

Coordinator – Centre for Analytics

    Organized 5 programs

    Instrumental in MoU Signing

Co-Coordinator – ED Cell

    Coordinated 30+ programs

Co-Coordinator – NIRF (MBA)

    From 2017 to till date

Co-Coordinator – MBA Admission

    From 2017 to till date

Co-Coordinator – Conferences

    International – 3 (2013, 15, and 2017)

    National – 1 (2019)

Co-Coordinator – FDPs

    International – 2

    National – 3

FDP's /WORKSHOPs/SEMINARs ATTENDED

Participated in One Week International Faculty Development Program on "Teachers' Leadership Quality in Higher Education" at Sri Sairam Institute of Management studies, Sri Sairam Engineering College, Chennai, from 24th & 30th June 2020.

Attended Online Webinar Series 2020 on "People Analytics" organized by RAMAIAH Institute of Management, Bangalore on June 9th, 2020.

Attended Online Webinar Series 2020 on "Predictive Analytics" organized by RAMAIAH Institute of Management, Bangalore on June 4th, 2020.

Attended Short-Term Course on "Self-Awareness and Higher Goals in Education (SAHGE 2019)" organized by OIAR & TLC, Indian Institute of Technology Madras, Chennai – 600036 on May 20-24, 2019.

Attended two days Faculty Development Program on "Emotional Intelligence" organized by ICT Academy, at Sri Sairam College of Engineering, Bangalore on February 27 & 28, 2019.

Attended one week Workshop on "Business Groups and Governance in Emerging Markets" organized by Department of Management Studies, Indian Institute of Technology Madras, Chennai – 600036 on July 17-22, 2017.

Attended Workshop on "Structured equation modeling (SEM) using SPSS and AMOS for quantitative data analysis" organized by Sri Sairam Institute of Management Studies on 21st & 22nd November, 2016.

Attended Workshop on "Structured equation modeling using SPSS and AMOS for quantitative data analysis" organized by Sri Sairam Institute of Management Studies on 16th & 17th April, 2014.

REFERENCES

Dr.K.Raja
Professor & Head
SRM Institute of Science and
Technology, Ramapuram Campus
Chennai-89
Email: drkraja@gmail.com
Mobile: +91 94442 80137

Dr.K.Soundarapandiyan
Associate Professor & Head
Dept. of Commerce,
BS Abdur Rahman Crescent
Institute of science and Technology
Chennai-48
Email: soundarfinance@gmail.com
Mobile: +91 94432 93618

I hereby declare that all the details furnished above are true to the best of my knowledge and belief.

DINESH KUMAR S