KALASALINGAM
ACADEMY OF RESEARCH AND EDUCATION
(DEEMED TO BE UNIVERSITY)
Under sec. 3 of UGC Act 1956. Accredited by NAAC with "A" Grade

Anand Nagar, Krishnankoil - 626126, Srivilliputtur (via), Virudhunagar District, Tamilnadu.

APPLICATION FOR ADMISSION TO Ph.D. PROGRAMMES

Date of Application:09-09-2024

Department	MATHEMATICS	Application No.	20240020
Area of Research	STATISTICS, DATA SCIENCE, DATA ANALYTICS	Research Mode	PART TIME

Name :VELU CHINNASAMY SHANMUGAM

Date of Birth / Age :30-07-1980 / 44 Years

Gender :MALE

Category :MBC

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Father's/Husband's Name	SHANMUGAM	Father's/Husband's Occupation	–
Family Income	0	Residental Type	RURAL
Birth Place	CHELLATHUR VILLAGE, R K PET	Mother Tongue	TAMIL
Religion	HINDU	Martial Status	MARRIED
Aadhaar No.	-	PAN No.	-
Physically Challenged	NO	Type of Disability	-NA-

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TAMIL NADU
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Pin-631303

Qualification

Degree	Discipline	College/university	Year Passed	AVG/CGPA	Class	Mode
BACHELOR OF SCIENCE	COMPUTER SCIENCE	UNIVERSITY OF MADRAS	2002	-	1ST CLASS	REGULAR
MASTER OF SCIENCE	STATISTICS WITH COMPUTER APPLICATIONS	BHARATHIAR UNIVERSITY	2004	-	1ST CLASS	REGULAR
MASTER OF PHILOSOPHY	STATISTICS	ANNAMALAI UNIVERSITY	2010	-	2ND CLASS	REGULAR
-NA-	-NA-	-NA-	-NA-	-NA-	-NA-	REGULAR

Experience

Organization	Designation	Experience From	Experience TO	Work Nature

DIRECTV	PRINCIPAL, MARKETING ADVANCED ANALYTICS	2022-04-25	1970-01-01	ML PROPENSITY MODELS, PROPENSITY TO MIGRATE, PROPENSITY TO RECONNECTS, PROPENSITY TO CONTACT, PROPENSITY TO UPGRADE, CAMPAIGN PERFORMANCE AND CHURN BENEFITS ANALYSIS, CHURN ATTRIBUTION/ANALYTICS, APP ADOPTION ANALYSIS, CUSTOMER CHURN INSIGHTS, DIRECTV HEADLINES INSIGHTS
CHAMBERLAIN GROUP	SENIOR APPLIED DATA SCIENTIST	2019-07-08	2022-04-22	MARKETING ANALYTICS, PROFILE ANALYSIS, PROPENSITY MODEL TO PURCHASE PRODUCTS/CONNECT DEVICES, SALES FORECASTING AT THE PRODUCT CATEGORY LEVEL, PRICE OPTIMIZATION, MARKETING CAMPAIGN ANALYSIS, CUSTOMER EXPERIENCE ANALYTICS, CUSTOMER SURVEY ANALYSIS, CUSTOMER CHURN PREDICTIVE ANALYSIS
SEARS HOLDINGS CORPORATION	SENIOR DATA SCIENTIST	2017-09-05	2018-06-10	CREDIT CARD SPENDING ANALYSIS, CUSTOMER ENGAGEMENT ANALYSIS, FORECASTING BY SALES
WIPRO TECHNOLOGY/DISH NETWORK	LEAD DATA SCIENTIST	2008-03-26	2017-09-29	CUSTOMER CHURN MODEL (BOTH DISH/SLING TV), PROPENSITY TO PAY COLLECTIONS, ISSUING SMARTER CALL TAGS, SHS PROPENSITY TO BUY CROSS-SELL PRODUCTS & PRODUCT RECOMMENDATIONS, TEXT MINING, SLINGTV SUBSCRIPTION LEVEL PROJECTIONS, AND CUSTOMER SEGMENTATION

Payment Details

Transaction ID	Reference	Date of transaction	Amount	Status
20240020_240911091246	ZHMP8IY00WIR0P	11-09-2024	600	SUCCESS