

# ASHISH SUR

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## EDUCATION

**University of California, Berkeley - Master of Information Management and Systems**

**August '17 - May '19**

*Selected Course Work:* Quantitative Research Methods, Data Mining and Analytics, Information Organization and Retrieval, User Interface Design and Research

**Indian Institute of Technology, Kharagpur, India – Dept. of Electrical Engineering**

**June '07 - May '11**

*Major:* Bachelor of Technology with honors in Instrumentation Engineering

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## EXPERIENCE

**Deloitte Consulting, US-India offices -- Consultant**

**2014 – 2017**

**Analytics Prototyping:** Won a 32 week long analytics project from a Fortune-500 banking client by created an ETL prototype with a cross-functional team to suggest new architecture and analytics for the enterprise-wide internal budgeting and forecasting system.

- Gathered requirements for three modules on financial forecasting and estimated hours of effort required.
- Organically became the central point of contact due to my interest in UI, system integration and team management activities.

**Data Transformation:** Delivered a project 6 weeks or 19% ahead of time for an online payments client by co-ordinating with multiple teams across locations; winning awards for the team from both the client and Deloitte.

- Led a team of five backend and front-end UI developer for a year to design and implement 20+ data transformation interfaces.
- Module owner (system design, implementation and testing) for two end-to-end financial planning modules.
- Proactively took additional ownership of creating an enterprise-wide forex hedging calculation using SAP's object oriented programming. This application's source code saved 5 weeks of effort on another project.

**Usability Testing:** Responsible for user testing for users in Americas and Europe for the above project modules.

**Deloitte Consulting, US-India offices -- Business Technology Analyst**

**2011 - 2014**

**Analytics:** Led the business intelligence analytics in the cross-functional offshore team in India on Deloitte's first trade promotion planning implementation in the Mexican market.

- Took initiative to reduce program runtimes by 95% by optimizing nested loops and reducing code complexity for a tobacco client.
  - Took initiative in developing an error resolution system for a banking client, improving efficiency of data load monitoring by 30%.
  - Monitored and troubleshoot ~600 real-time large data loads (~100M records) weaved between five verticals of a banking project.
  - Developed sales volume planning calculation templates for a prototype for planning promotions on consumer goods.
  - Responsible for managing the above planning tool and data between multiple data warehouses.
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## PROJECTS

**Election Canvassing Recommender** (*Skills: Metric design, python, pandas, SQL*) Created metrics to identify best canvassing agents for an area based on age, gender, spoken language and rank and likelihood of vote swing using Census and Election Voting data,

**Big Brain** (*Skills: Surveys Design, Qualitative interviewing, wire-framing, feature selection*): Created a knowledge map app to facilitate lifelong learning where a user can annotate online articles and retrieve them later on their phones.

**ResQme – TechCrunch Disrupt Hackathon Highlighted in press release** (*Skills: Feature prioritization, prototyping*) Created a locate-and-rescue system that enables authorities to locate victims in a disaster-affected region and manage rescue resources. Affected people send their addresses in a free form SMS which is converted to their geo-location and is displayed on a 3D map dashboard.

**ESL Vocabulary game** (*Skills: Python, Storyboarding*): Created a GUI based word game in Python targeted towards new English learners with adaptive difficulty levels. This system is to be extended to help students preparing for standardized test like the GRE.

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## SKILLS

**Analytics:** Quantitative Analysis (hypothesis testing, linear regression models), Qualitative interviewing, Survey design, Usability testing, Data Warehousing and ETL tools, SAP Business Planning and Consolidation, dashboards and reports.

**Technologies:** Python, pandas, R, SQL, Java, C, Hadoop

**Product and Project Management:** User story generation, feature prioritization, timeline and effort estimation.