

WORKSHOP ON WEB MINING

ON

6TH AUGUST 2016

BY

DEPARTMENT OF BCA

RESOURCE PERSON

MR. DEEPAK PUSHPAN



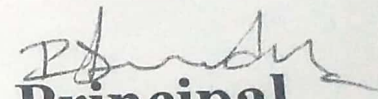
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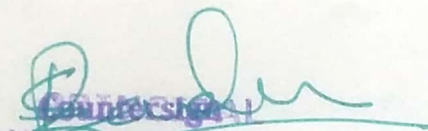
Date:03/08/2016

CIRCULAR

This is to inform all the Students & the Staff that, one day Workshop on "Web Mining" will be conducted on 06th Aug 2016 by Mr. Deepak Pushpan, Data Analyst HSBC.


Principal

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Proceedings of Workshop on "Web mining" 2016-2017

Date: 5-08-2016

Following activities to be undertaken during 3 Hours:

Session 1 (Theory):

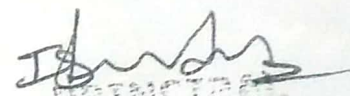
- Welcome Speech
- Introduction about Web mining
- Discussion need and application of web mining

Session 2 (Practical):

- Basics of Python programming language
- Tool to extract the data from web

St. J.
HOD


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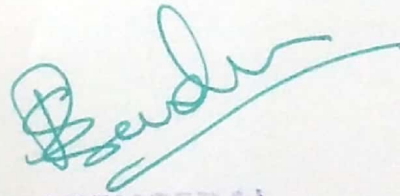

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Department of Computer Applications

A Report on Workshop on "Web Mining"



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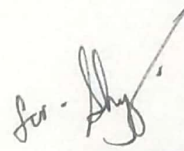
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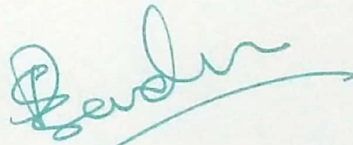
Academic Year 2016-2017

Workshop

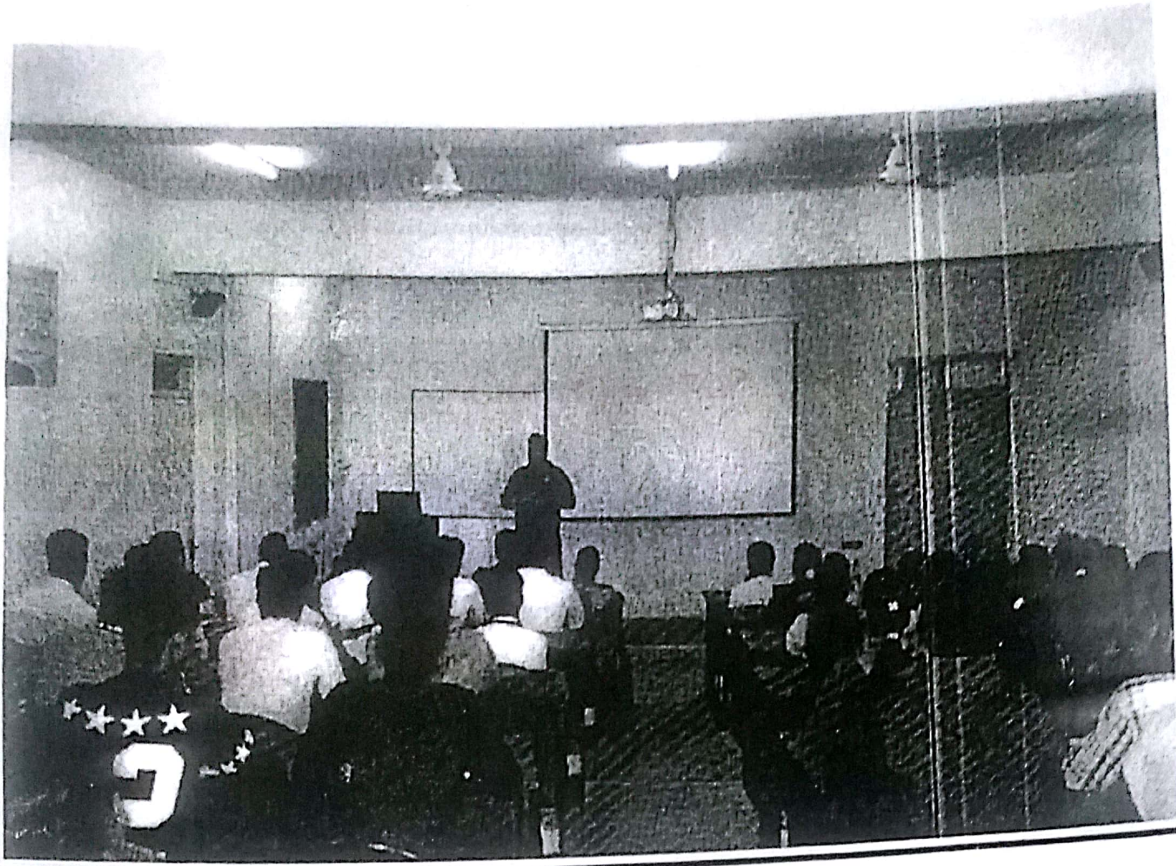
Department of Computer Applications organized a workshop on "Web Mining" on 06-08-16. The session was handled by Mr. Deepak Pushpan, Data Analyst, HSBC. In the session, he introduced the web mining topic. The need and the applications of web mining were discussed. The session was very interactive in which the students participated actively. The theory session was followed by the practical session. In the practical session students were given hands on experience on web mining. The python programming language and beautiful soup was used as a tool to extract the data from the web. From this session the students learnt to scrape the data from the web. The session was very interesting and informative.



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12/1/2016

Gmail - Technical Seminar of Data mining



shyla mahadev <shyladv2@gmail.com>

Technical Seminar of Data mining

Sat, Jul 16, 2016 at 11:24 AM

shyla mahadev <shyladv2@gmail.com>
To: dpk1989@gmail.com

Hello Deepak,

Greetings from Krupanidhi Degree College!!!!

As per our telephonic conversation, I would like to invite you for a technical seminar on Data mining for our BCA students. So do let me know your availability, the topics and the number of hours required. Kindly send your profile also.

Thanks and Regards

Shyla,

HoD, Dept. of BCA

Krupanidhi Degree College,
Bangalore-35

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DEEPAK PUSHPAN

Contact - +91-7406199003|dpk1989@gmail.com

PROFILE SUMMARY

- Analytics professional with approx. 3 years of experience in Retail and financial domain involving risk and fraud analytics.
- Currently involved in financial risk analytics
- Lead cross functional initiatives with accounts/finance team for fraud detection in accounts payable area.
- Responsible for client engagement, end to end project delivery using various statistical techniques.
- Strong analytical skills and follow a data driven approach to solve business problems and deliver value.
- Currently working as 'Analyst' role at HSBC (Bangalore)
- Won 'Datathon' at Target for designing and implementing an innovative strategy to tackle vendor risk and fraud
- Completed M.Tech (IT) from International Institute of Information Technology, Bangalore

SKILLS


- SAS
- SQL
- Python
- Java
- Operational Risk Analytics
- Predictive Modeling

WORK EXPERIENCE

- **HSBC October 15 - Present**

Designation: Analyst

Key roles: Working in the Financial Crime and Compliance Risk vertical for HSBC electronic data processing. Involved in understanding end to end financial business with respect to various risks involved primarily detecting money laundering activities and developing predictive models to better mitigate the risks. Working on SAS, Excel to develop insights based on the data. Developed models based on Segmentation, Cluster Analysis and Risk Scoring. Lead the daily status calls with off shore partners at HSBC, UK to discuss various approaches to the business problem and suggest recommendations for the same.


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- **Target Corporation July 13 – October 15**

Designation: Associate Business Analyst

Key roles: Working in the Operational Risk vertical for Target Corporation. Involved in understanding end to end business with respect to various risks involved and developing predictive models to better mitigate the risks. Worked on different tools and technologies like Python, SAS, Excel to develop insights based on the data. Developed models based on Logistic Regression, Cluster Analysis, Linear Regression and Fuzzy Logic analysis. Lead the daily status calls with partners at Target Corporation, USA to discuss various approaches to the business problem and suggest recommendations for the same.

- **Qualcomm Jan 13 – Jun 13**

Designation: Database Intern

Key roles: Part of development team for building self-service MySQL installation and SQL master-slave failover tool.

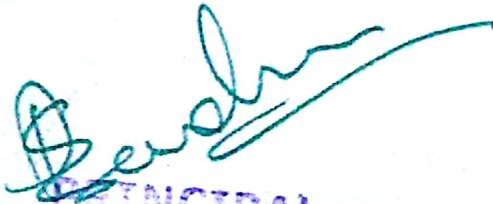
ACADEMICS

Degree	Institute/School	Year	Score
M.Tech (IT)	International Institute of Information Technology, Bangalore	2013	2.98/4
B.Tech (IT)	Lala Lajpat Rai Institute of Engineering and Technology, Punjab (PTU)	2011	73.2%
Plus 2	Bharitya Vidya Mandir School, Ludhiana Punjab (Affiliated to CBSE)	2007	83.2%
10 th	Bhartiya Vidya Mandir School, Ludhiana Punjab (Affiliated to CBSE)	2005	82.8%

PROJECTS

- **Money Laundering Risk Detection and Optimization :** (Oct 2015 – Present)

Business Context – Money Laundering activities are detrimental to growth of any financial institution. Risk involved in day-to-day transactions whether involving sanctioned party(ies) or countries is harmful and may prove detrimental if transactions don't comply with regulator's policies. This project is aimed at detecting suspicious activities and scoring the accounts involved in such activities in terms of risk involved with such activities.


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- 2.) Implemented WER (Weston Electric Rules) for capturing anomalous behavior in product inspection data
- 3.) Implemented fuzzy logic algorithm for determining any anomalous team member-vendor confluence for payment fraud etc.

Impact – 8 auditors were identified of malpractice following implementation of this tool and corresponding investigations. 3 team members were identified with payment fraud within one month of the implementation of this tool.

Technology – SAS, Weston electric Rules, Fuzzy logic for address matching

• **Shortage Risk Invention (SRI) :**

(July 2013 – December 2013)

Business Context – Inventory shortage in Target Corporation accounts for nearly \$700 million every year. Shortage can be because of various reasons like internal theft, external theft and baffled counts during intake of inventory etc. This project aimed at to build a self-sufficient tool to proactively identify shortage of inventory in stores as well as DCs and account for the shortage as well as establish the reason for the same.

- Contribution** –
- 1.) Gather relevant inventory data, product intake data, on-hands inventory data.
 - 2.) To form thresholds to detect anomalous behavior according to the nature of the inventory data (exponential form data).
 - 3.) Implemented WER (Weston Electric Rules) for capturing anomalous behavior in the inventory count of all stores across a moving window of last 8 weeks.

Impact – Developed metrics to determine inefficiencies in shortage detection process and areas of improvement across the same area, \$ 35 million dollars saved already in first year of implementation.

Technology – SAS, Weston electric Rules, Adapting threshold formation from normal data to exponential data.



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Contribution – 1.) Gather relevant transaction, customer and accounts data for all transactions for different periods.
2.) Segmentation at account level based on the risk factors as well as transaction activity factors of the accounts.
3.) Tuning the thresholds of variable to optimize the number of alerts being generated so as to capture high risk activities.

Impact – The optimization will help in determining suspicious activities and help in protecting brand reputation.

Technology – SAS, Teradata

• **Shopping Carts Optimization :**

(Feb 2015 – May 2015)

Business Context -Target manufactures its own shopping cart (patented design) which costs Target Corporation \$40 million annually. This project aimed at optimizing the number of carts for all stores to decrease production cost and at the same time maintain a service level of at-least 90% for all stores.

Contribution – 1.) Gather relevant sales, transaction and basket size data for all stores.
2.) Segmentation of stores to determine service level time for all stores based on parameters like sales, total transactions, basket size and net selling area etc.
3.) Implemented Erlang-C model in R for optimizing the number of carts each store should have to maintain a min. service level of 90% given the service level time for all stores.

Impact – The optimization helped in decreasing the production by 12% thereby saving \$4.8 million annually.

Technology – SAS, R, Clustering, Erlang-C model

• **Proactive Risk Identification Tool (PRIT) :**

(July 2014 – September 2015)

Business Context – The aim of this project is to build a solution to detect both internal and external risks (and frauds) which can impact the organization or can impact the brand's reputation. This solution will encompass whole organization for investigations or possible policy changes.

Contribution – 1.) Gather relevant product audits data, vendor-transaction data for all TSS (Target Sourcing Services) locations.

• Social Compliance Risk Indicator :

(Jan 2014 – June 2014)

Business Context – Target Corporation has its own wing TSS (Target Sourcing Services) which take cares of product quality inspection and social norms compliance in factories which produces goods for Target Corporation. This project aims at creating a risk score for each of the production units of Target using their past social compliance audit history, global demographics data and WGI (world governance indicators) data thereby helping in resource allocation across the production units around the globe according to map the risk accordingly and optimize resource crunch in TSS by effective resource allocation.

- Contribution** – 1.) Gather relevant historical social compliance audit data of all production units, global demographics data from third party and WGI (World governance indicators) data.
- 2.) Implemented a logistic regression model to determine whether a factory is at social compliance risk based on the above mentioned data.
- 3.) Implemented a proxy method to determine risk score for new upcoming production units by mapping the above said data for the province in which the unit is and accessing the risk for the same.

Impact – Effective resource allocation of staff for auditing social compliance norms in production units thereby saving over 150 man hours.

Technology – SAS, Excel, Logistic Regression, Clustering

POSITION OF RESPONSIBILITY

- Founder of 'YAP – Youth in Action Program' club during B.Tech
- SAC (students action committee) during M.Tech
- Youth festival organizer during B.Tech

PERSONAL DETAILS

Current Address - #134, Flat-103, 29th Main HSR Layout, Sector-1, Bangalore, India
Pin - 560102

Date of Birth - 30th April, 1989

Marital Status - Married



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DEPARTMENT OF COMPUTER APPLICATIONS


TECHNICAL SEMINAR

CLASS: BcA I Sem
DATE: 06-08-16

RESOURCE PERSON: Mr. Deepak Pushpan

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RESOURCE PERSON

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No. 12...
Camp 87...

FEEDBACK FORM

Date: 06-08-16
Batch: 2015

Facilitator: Deepak Pushpan Sir
Name of Event: Technical Seminar

Please share your opinions on experience and learning. Your feedback will be appreciated as we strive to provide the best for all your academic requirements

Rating : A -> Strongly Agree B-> Agree C->Disagree D-> Strongly Disagree

The session was interesting

A

The session was well organized

A

I learnt a lot from what was presented

A

The facilitator did well in clearing all the doubts

A

Overall experience

A

Comments and Suggestions

I love the session and looking forward to attend these sessions, once again!