

Elavendan Rajendran

Payments/ AI Manager (Ex- PayPal / Top LinkedIn Contributor) [Dutch Highly Skilled Migrant Valid till 2029 / French Grande Ecole Graduate]

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An innovative Data Science & AI Manager with a robust background in process automation, large scale Analytics (> 1TB) and Data Science projects, and AI Product Management (E2E), poised to contribute as AI Manager. Holds an MBA from a top-ranked Business school (4th in Europe) and has extensive experience in applying AI concepts on real-world business problems using agile methodology. Excelling in delivering global/market-specific AI products using Azure for 9+ years, enabling in-depth analytical insights and data-driven decision-making.

PROFESSIONAL EXPERIENCE

Project Manager – AI Experiments, Breda University of Applied Sciences, Breda, 08/23 - Present

- Conceptualized and deployed LLM models (Llama2 7B) on Azure Virtual Machines, contributing to the organization's advancement in AI policy adoption across diverse domains and serving dynamic solution aligned with prevailing industry benchmarks.
- Collaborated with a Dutch second division football club to leverage AI methodologies which resulted in 25% reduction in contract negotiation timeframes.
- Strategically advising a maritime supply chain organization on AI-powered demand forecasting, utilizing tailored ADIDA/IMAPA algorithms for over 5000 products, to provide critical baseline forecasts to inform procurement strategy and optimize supply chain operations.

MBA Consultant – Generative AI for Meta Product, Sopra Steria Next, Paris, 08/22 to 07/23

- Played a crucial role in identifying and understanding the needs of target customer segments, aligning product features with these requirements. Effectively tailored product offerings to align with the company's broader business objectives related to AI and market positioning.
- Spearheaded an in-depth market research initiative, employing both qualitative and quantitative methodologies such as surveys, interviews, and data analysis. This research focused on identifying market trends, understanding customer preferences, and recognizing emerging technologies in the AI space.
- Collaborated with cross-functional teams in Sopra Steria to create a comprehensive product roadmap, which is strategically designed to be adaptable, encompassing clear milestones, objectives, and timelines for product development phases, feature launches, and market entry strategies.

Data Science Manager – 1 Analytics Center of Excellence, PayPal, Chennai, 05/20 to 08/22

- Collaborated within the Horizontal, Analytics Centre of Excellence team, liaising extensively with Engineering, Marketing, and Sales teams to deliver analytics solutions and strategic roadmaps for various PayPal products, enhancing product performance and customer engagement metrics.
- Developed and executed product roadmaps using JIRA for 3 major feature rollouts for a Consumer Loan Product, directly contributing to a 10% year-over-year growth in user adoption.
- Collaborated with external management consulting, internal sales, marketing, and business development teams to increase Customer Life Cycle Value by 2% through AI-driven cross-selling strategies. Prioritized the EMEA region, employing data visualization using R-Shiny dashboards, Excel analytics, and governance tools to drive growth initiatives and bolster product usage.
- Imagined and deployed an end-to-end customized AI time series product for financial forecasting hosted in an Azure instance that leveraged algorithms such as LSTM, Holt-Winters, ARIMA and Prophet models and provided end-to-end monthly budgeting baseline forecasts. Results are then uploaded to Azure Database tables for the consumption of financial analysts.
- Engineered and implemented artificial intelligence and machine learning solutions using Python, R, Big Query, SQL, and PySpark, achieving a \$20,000 reduction in overhead expenses and reducing manual tasks by 40%.

Analytics Manager – Business Intelligence, PayPal / Latentview Analytics, Chennai, 02/18 to 04/20

- Executed strategic marketing campaign analytics to formulate and implement a go-to-market strategy for Buy Now Pay Later product. Innovated an automated channel attribution approach, contributing to a significant increase in new customer acquisition by 5 million, which is the result of intensive user research, embracing digital

transformation, developing a comprehensive digital marketing strategy, and conducting thorough B2C/B2B market analysis using ETL data analytics.

- Successfully mentored a team of five business analysts in developing robust data science models including Credit Risk, Financial Forecasting, Natural Language Processing (NLP), Decision Trees, and Churn Prediction. An initiative pivotal in shaping the product strategy, delivering reliable hands-on analytics solutions, and creating substantial business value through best practices in data science.
- Developed an automation system for extracting insights from A/B testing, providing crucial support to marketing teams in refining their Global product roadmap.
- Streamlined New Customer Onboarding metrics and created a comprehensive Tableau dashboard, enabling accurate reporting and identification of financial risks. This initiative enhanced customer acquisition strategies, leading to \$1 million in savings and significant improvements in business process performance, customer satisfaction, and user experience.
- Developed and deployed an Anomaly Detection Algorithm implementation, which triggers alerts, utilizing Python and SQL, effectively pinpointing atypical patterns in redemption activities.

Data Scientist, Cognizant, Chennai, 08/14 to 02/18

- Played a key role in the Business Intelligence team by designing and implementing automation solutions that bolstered value proposition, contributing to the management of Request for Proposals (RFPs) totaling \$2 million and delivering critical insights to the executive leadership team.
- Demonstrated expertise in designing and implementing Data Lake by collaborating with cross-functional teams (IT/Software Engineering) within the organization, complemented by strong PowerPoint presentation abilities. Possess excellent written and verbal communication skills, and proficient in project management.
- Developed and delivered cutting-edge data science, big data, and advanced analytics solutions with a long-term vision, leveraging capabilities of GCP and Big Query. These solutions, offered as SaaS, provided key customer insights, and notably improved customer satisfaction.

SKILLS –

Generative AI, Large Language Models (LLMs), Computer Vision, Azure VMs, Azure Synapse Analytics, Azure Data Studio, Azure AI Services, Azure IoT, Anomaly Detection, Predictive Modeling, Data Modeling, Statistical Analysis, Data Manipulation, Quantitative Analysis, Critical Thinking, Customer Lifecycle Value Analysis, Data-driven AI solutions, Managing cross-functional projects, Product Development, Process Automation, JIRA, Strategic Product Leadership, Market Analysis and Research, Excel, Product Roadmap Development, Data Architecture, Data Warehousing, Azure Distributed Systems, Performance Management, Operations Research, Data-Driven Decision Making, Marketing Plan & Distribution, Open Source Analytics Tools, Teradata, GitHub, VBA, and Macros, SQL, PowerBI, Blending Data Sources and Data Quality Management, Effective Collaboration, End-to-End for AI and analytics projects with accurate and reliable data.

LEADERSHIP & AWARDS

- Best employee of the Quarter – PayPal (Q1 '21 with cash and stock awards)
- Best Teamwork led by Assistant Manager – Latentview Analytics (Q3 '19)
- Top 12% Contributor for Payment Systems LinkedIn Community

LANGUAGES – French (B2), English (C2), Tamil

EDUCATION

MBA, 2022 - 2023, *ESCP School of Business, Paris.*

B.Tech – Information Technology, 2010 - 2014, *Anna University, Chennai*

CERTIFICATIONS

Wiley Certified Big Data Professional - 2015