



## Pravin Burra

CEO

Over 25 years of analytics experience

Ex partner at big 4 audit firm

Previous head of customer analytics at leading retail bank



### EDUCATION

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#### DEGREE

BSc Actuarial Science,  
LSE (UK)

#### PROFESSIONAL QUALIFICATIONS

FASSA, CERA, FRM



### EXPERIENCES

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#### Customer Analytics

2005 - 2007

#### Head of Customer Analytics Standard Bank

- ✓ Personalisation
- ✓ Campaign analytics
- ✓ Behavioral analytics
- ✓ Big data & data governance

#### Financial Services

2001 to 2015

#### Partner, Deloitte

- ✓ Head of bank analytics
- ✓ Credit impairment modelling
- ✓ Basel capital modelling
- ✓ Life statutory actuary
- ✓ Short term insurance actuary



### PRO SKILLS

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#### BIG DATA & ANALYTICS



#### DATA & MODEL GOVERNANCE



#### RETAIL CREDIT MODELLING



#### CUSTOMER ANALYTICS



### CONTACT

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**Analytix Engine**