**Dwiti Basu**

**E-Mail:** [**dwiti.basu**](mailto:dwiti.basu)**@gmail.com || Handheld: +91 9686944151**

**EPBA- Indian Institute Of Management - Calcutta**

**Seeking challenging assignments in the areas of Data Science and Machine Learning with an organization of repute.**

**Profile Abridgment:**

* 72 months (6 years) experience in Data Analysis, Statistical Modelling, and Machine Learning methodologies, reporting in companies like, Alcon, Amazon.com, IBM India and Tata Elxsi.
* Presently Working in Tata Elxsi as a Senior Data Scientist (Data Science Engineer).
* Exposure in E-commerce, IT and banking service industry, Retail.
* Predictive Analytics, Regression techniques, Linear regression, Logistic regression, Time series, Survival analysis, Classification, Clustering, Decision Tree Learning, Machine Learning techniques , Neural networks, , SVM, Naïve Bayes, and KNN.
* Timed and Stochastic Analysis.
* Skilled in R, SPSS, Python, SAS, IBM Watson, Microsoft Azure Machine Learning SQL, Data mining, Data Visualization, MS Visual Studio BI Tools, MS Excel, Word, Power Point, BMC Remedy Exposure to team handling and training.

**Area of Expertise:**

**Statistical Analysis, Machine Learning, Predictive Analytics, Business Quality Analysis, Data Analysis, Trend Analysis, Analytics Consulting.**

**Professional Experience:**

**Senior Data Scientist (Data Science Engineer)-Tata Elxsi (September 2016-Present):**

**Responsibility:**

* Genomics: Building a model for prediction of Breast Cancer from Genetic sequence analysis of human.
* Broadcast: Application of Machine learning in Prediction of unscheduled set top box reboot in millions of American household for the largest broadcast (media and telecommunication)company in the world
* Application of Deep Learning in image recognition
* Time Series Modelling
* Responsible for creating Analytics framework in the business unit.
* Implementing Predictive modelling in the business unit.
* Customer Profiling & Segmentation.
* Time Series Modelling.
* Data Mining.
* Data Science partnering with IoT RnD project.
* Initiation of Big Data Solution to the business unit.
* Statistical insight to multiple internal project.
* Data Cleaning & Transformation.
* Market basket Analysis & Conjoint Analysis.

**Delivery Analyst IBM India (April 2013-Mar-2016):**

Responsibilities:

* Providing recommendations and consultation on predictive insights gathered from the statistical analysis on historical data.
* Customer Attrition modelling.
* Conducting statistical data analyses associated with a research study, using, R Programming language, Watson, SPSS, SAS, and other statistical analysis software.
* Supervised learning using available methodologies in predictive statistical analysis like Linear regression, Logistic regression and classification etc.
* Using machine learning methodologies in predictive analytics viz., Support vector machine, Survival Analysis, Decision Tree, Multiclass logistic regression, Random forest model.
* Statistical modelling using R programming language.
* Initiation of Big Data Solution to the business unit.
* Statistical insight to multiple internal project.
* Data Cleaning & Transformation.
* Exposure to SAP-BO.
* IT-Operations analytics.
* Processing, cleansing, and verifying the integrity of data used for analysis
* IBM Watson- Part of the internal analytical team that is using IBM Watson for day to day activity-1st in the organization.
* Develop and plan required analytic projects in response to business needs.
* Defect analysis using Watson.
* Preparing dashboard (predictive and prescriptive) for Service lines managed, account level using Watson.
* Assessed QA performance – Retrieved and analyzed QA information to identify root causes of performance gaps and other QA problems.
* Predicting defect pattern and prevention planning.
* Designed quality regulations and evaluations based on monitoring of data flow.
* Set and verified standards of quality and testing procedures – Reviewed and modified quality assurance programs and tested performance according to user’s specific requests and data inputs.
* Collaborate with unit managers, end users, development staff, and other stakeholders to integrate data mining and predictive results with existing systems.
* Provide and apply quality assurance best practices for data mining/analysis services.
* Strong analytical skills, combined with effective communication, organizational skills and planning ability.
* Reports include trending report, performance report for different stakeholder.
* Part of the call with the clients twice in a month to discuss on the feedback and trends and shot comings on the assigned projects.
* Predictive insight of the reporting data.
* Consultation to Clients & senior management based upon Statistical Analysis.

**Seller Support Mentor at Amazon.com (Nov 2011-April 2013):**

Responsibilities:

* Handling IIDP(incorrect Information on Detail page) queue and Mentor of New Hires.
* Grooming, and on job training of the new hires.
* Responsible for the performance of a batch of 5-8 new hires.
* Providing feedback, conducting training session.
* Making daily reports on various metrics of the team, updating the management.
* Product detail page correction (Incorrect information in Detail page).
* Investigating and analyzing root cause of different technical issues faced by the sellers on Amazon.com
* Finding the correct group of people from a pool of resources available and assigning them to troubleshoot the technical problems.
* Catalog Correction: Maintain and improve the quality on the platform.

**PDP Analyst at Alcon Laboratories Pvt. Ltd (2008-2009):**

Responsibilities:

* Managing the Phaco Training Program of Kolkata and Guwahati.
* Campaign Management Analysis.
* Spreadsheet modelling.
* Prospect list creating based on Statistical Modelling.
* Medical Data Analysis.
* Exposure to Sales Analytics, Sales figure prediction and target prediction.
* Analyzing raw data, drawing conclusions & developing recommendations
* Statistical modelling using R programming language.
* Exposure to SAP-BO.

**Tools:**

**R, SPSS, SAS, Python, Microsoft Azure ML, MS Office, IBM Watson Analytics, Tableau, MS Visual Studio BI Tools, SQL, BMC Remedy, Maximo (ISM), Drive IT**

**Academics:**

|  |  |  |  |
| --- | --- | --- | --- |
| **Name of the examination** | **Board** | **Marks Obtained** | **School/College** |
| Madhyamik (10) | West Bengal Board of Secondary Education | 73.5 | Holy Child Girls’ High School |
| Higher Secondary (10+2) | West Bengal Board of Higher Secondary Education | 64.7 | Gurudas College |
| Bachelor in Science(B.SC) | The University of Calcutta | 61 | Calcutta University |
| Master in Science(M.Sc) | The University of Burdwan | 73 | University of Burdwan. |
| Executive Prog. Analytics  (EPBA) | Indian Institute of management-Calcutta | Ongoing | IIM-C |

**Certifications:**

* EPBA-IIM-C
* Statistical Learning- Stanford University Online
* Big Data Foundation level- IBM
* Machine Learning with Hands on Python & R in Data Science- Udemy
* Data Visualization with R – Udemy
* Machine learning with R and python - Udemy
* Data Science- Coursera
* Machine Learning for Data Science and Analytics- edX
* Big Data Analysis with Apache Spark- edX

**Notable Accomplishment:**

* Winner of IBM-India MWSD Hall of Fame(Best Employee of the year)
* Creating Analytical framework for current business unit(Analytics for Business from scratch)
* Automated analytics & reporting methods for MIM team.

**Projects Handled:**

* Time Series Analysis of Sensor Data – RnD Project
* Conjoint Analysis- Market Research.
* IoT Sensor data modelling- RnD Project.
* Campaign Target List- Client: Automobile Auctioneer.
* Churn Analysis- Customer attrition- E-Commerce.
* Survival Analysis- E-Commerce.
* Customer Segmentation & profiling using Clustering and SVM- Telecom
* Forecasting failure in cable transmission box – Broadcast & Cable TV network
* SLA Improvement by Predictive Analysis- Automobile and Finance.
* Defect Prevention in ECS Service line by statistical analysis of historical data, and predicting the defect pattern- Automobile Industry
* SLA Trend analysis of historical data and predicting potential P1 outages-Automobile Industry.

**Personal Interest:**

* Travel Enthusiast
* Animal Activist
* Data Lover
* Music Admirer
* Bookworm
* Avid Gamer

**Declaration:**

I do hereby confirm that the above, mentioned information is true and correct to the best of my knowledge.

Place : Bangalore Date : 01/01/2017