

# WORK EXPERIENCE

## Lead Analyst - Johnson & Johnson Pvt Ltd, Pune (Oct 2020 > Present)

### Competitive Pricing Insights (Fortune 100 Medical Devices Company)

- ▶ Built a series of modules for Competitive Pricing to analyzing product pricing and key KPIs for major competitors across all lines of businesses to identify focus platforms and facilities to maximize profitability within the US market
- ▶ Managed cross-functional team and stakeholder communication, and oversaw end to end ADS and product development from initiation to completion

### Strategic Insights Data Lake Foundation and Framework

- ▶ Drive the construction of a Global Strategic Insights data hub by integrating data across multiple vendor systems and teams to lay the foundation of a central data lake with built in key attributes for providing valuable insights to the business

## Analyst - Johnson & Johnson Pvt Ltd, Pune (Jul 2019 > Oct 2020)

### Pricing BP Forecasting

- ▶ Led the analysis, definition, and development of a solid Baseline Modeling Forecast to enable BP planning through a combined approach of Machine Learning and pure statistical approximation for business scenario planning and price optimization for all major platforms and markets
- ▶ Built a foundation framework that enabled advanced analytics capabilities through Python and Machine Learning environment setup

### Compliance Monitoring Tool for Contract (Fortune 100 Medical Devices Company)

- ▶ Designed a Contracts Compliance Monitoring Tool for tracking contracts on the Cure Program on a monthly basis to enable Sales Representatives evaluate sales targets for clients based on contract agreements to derive insights into business to go metrics and negotiate discounts accordingly
- ▶ **Brand Laddering Analysis** – Partnered with the Strategy, Insights and Analytics team in pricing and product mix analysis within company and competition

## Analyst – J P Morgan Chase & Co., Mumbai (Nov 2018 > Jun 2019)

### Practice Development – Global Knowledge Network (Fortune 500 Financial Services Company)

- ▶ Re-engineered scorecards for the Global Market Infrastructures team reducing the manual efforts by 98% with an improved user experience using Tableau
- ▶ Conducted a co-design workshop under the digital transformation agenda with multiple stakeholders and senior management to identify strategic and tactical solutions for existing processes and launched a program to implement emerging concepts like digitization of contracts

## Decision Scientist – Mu Sigma., Bangalore (Sep 2015 > Oct 2018)

### Price Elasticity for products (Fortune 100 Apparel and Sportswear Company)

- ▶ Estimated the elasticity index for products sold through online channels using the linear mixed models to enable the client in setting up a markdown optimization tool for carrying out markdown and markup decisions
- ▶ Isolated the effect of price change on volume sales by understanding the multiple factors affecting sales including seasonality, promotions/discounts, and events

### Demand Transfer Probability (Fortune 100 Apparel and Sportswear Company)

- ▶ Demand transfer coefficient: Identified the set of sister products from the product pool based on their features using random forest and Gower's algorithm and estimated the coefficient of demand transfer that occurs when a customer buys a substitute sister product if the product of his/her choice is out of stock

### Stock Market Volatility Prediction (Neural Networks based tool)

- ▶ Worked on a prototype to predict the future average value of a stock for the upcoming week by building a Neural Network model considering various economic factors along with technical indicators like Moving Averages, Disparity, Chaikin Oscillator and Stochastic Oscillator as feed to the model

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## SUMMARY

- ▶ **Lead Analyst** with 9 years of experience of working with Fortune 500 companies in retail, healthcare, and technology industries; helping in systemizing data driven decision making by leveraging business, math, and technology

## SKILLS

- ▶ **Visualization:** Tableau, Alteryx (Beginner)
- ▶ Jupyter Notebook: Beginner
- ▶ **Statistical techniques:** Linear/Logistic Regression, Random Forests, Clustering, Neural Networks
- ▶ **SQL:** Snowflake, Amazon Redshift
- ▶ **R, Python**

## ACCOMPLISHMENTS

- ▶ Awarded the **Inspire – Shape Award** for shaping the Competitive Pricing assets in a short turnaround time contributing to improved engagement with platform leaders and improved financial decision making
- ▶ Awarded the **Inspire – Celebrate Award** in recognition of achieving exceptional results by demonstrating outstanding leadership behaviors and contributing to making the Cure Tracking database a reality with ongoing support for Surgery Products
- ▶ **Led the Advanced Analytics team** of 10 decision scientists for a million-dollar project of a major Sportswear Retailer in US
- ▶ Earned a **Spot Award** for showcasing ownership and responsibility in delivering great quality work and client experience and mentoring new team members for team's overall success
- ▶ **German Level A1 Certification** from Max Mueller Bhavan, Pune

## EDUCATION

- ▶ **Bachelor of Engineering** in Electronics and Telecommunication from University of Pune with First Class with Distinction