Arup Kumar BANERJEE

Business Analyst

Total 4 years of experience for having worked for BFSI Trade domain in Commercial Banking along with various clients like US based retail chain, Non profitable organisations, Consumer Goods Company.

arupbanerjeejuly3@gmail.com ✉

9432173277 📱

Kolkata, India 📍

03 July, 1988 📅

Work Experience

Senior Database Research Analyst at Bridgetree Consultancy

04/2014 – 07/2016   *Kolkata*

Key Responsibilities

- To support business with different analytical reports and predictive modelling to draw important business insight and make business decisions for effective marketing campaign.
- Maintaining Databases.
- Automating regular reports by SAS and Excel.

Assistant Manager at BI Reporting and Information Management

08/2016 – Present   *Kolkata*

Global Trade and Receivable Finance

Key Responsibilities

- To support business with regular BAU stuffs for effective business insight.
- Finding out other business opportunities by exploring various databases and leveraging advanced analytics.
- Automating reports by SAS, Excel and R.
- Exploring other technology for effective time management and to increase quality of job.

Skills

- SAS
- R
- Python
- Excel & VBA
- Adv. Analytics

Languages

- English
- Hindi
- Bengali

Interests

- Machine Learning
- Deep Learning
- AI
- algorithm
- Darts
- Rubik's Cube
- Poetry

Project Work

- ## New to Trade Propensity Model
  (06/2017 – 08/2017)

  Objective: The objective was to cross sell GTRF products among those who are having Non trade CMB products.

  Solution Approach: We explored several data sources to make single data set containing 2 types of population, one type of population who enjoyed both GTRF and CMB products and type 2 who have only CMB products. We considered finance related variables like monthly balance, credit turnover, debit turnover, moth on book, FX transactions, in bound/out bound remittance etc.

  Techniques: We used several advanced analytics technique to solve the classification task. We finally settled for Neural Network which gives us an average accuracy of 98%. We built 8 models across 4 regions.

- ## Arusha Sales Dashboard
  (08/2016 – 01/2018)

  Objective: Objective was to monitor business growth MoM basis. Hence this initiative was taken by business and realized by GAC. It was a monthly project.

  Solution Approach: to build KPIs based on some data like Client Vision data, Horis Data, Mastergroups data, BDM data and see how business performs month on month basis. e.g. How much deals we have in pipeline, how good is the Horis figures realized revenue as compared to last year same time window, How BDMs are performing.

  Techniques: We built an excel based dashboard with different KPIs whose data manipulation part was executed in SAS. The whole task was manual and it would take 7 days to complete. Later we did 80% automation and reduced the time to 2 days.

- ## Time Series Tool Development
  (09/2017 – Present)

  Objective: The aim was to build an excel based tool where user can input a time series data and get a forecast for future time points.

  Solution Approach: This whole tasks comprises of a front end and a back end. The front end is based on excel where we input data and do some basic exploratory analysis and provides some graphs to have some elementary idea about the data and then the forecasting part is done in R and then the forecasted results are revert back to excel and graphs and future time points forecasts are shown as output in excel.

  Techniques: We did extensive VBA coding for the front end. And for forecasting techniques we used different time series modelling techniques along with advanced techniques like Decomposition, Exponential smoothing Arima, Arimax, Croston, Neural Network etc. And we check accuracy for the following models, whichever is giving the highest accuracy we take the model into consideration as final model for forecasting.

- Logistic Modelling for Defining Look-a-like of Customers of a non-profit organisation:
  (04/2015 – 07/2015)

  Objective: Scoring Based prospect selection for a promotional campaign.

  Solution Approach: Develop a look alike Model for Customers and select prospects from top deciles by model score within the specified geography for the Retail Chain Stores.

  Techniques: Logistic Regression for binary classification.

Education

Master of Computer Application   *University of Calcutta*

2010 - 2013

72.62%

B.Sc. in Statistics (Honours)   *University of Calcutta*

2006 - 2010

51.29%

Class XII   *W.B.C.H.S.E.*

2004 - 2006

91.6%