Debayan Karmohapatra

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DATE OF BIRTH: 30th September,1991

WORK EXPERIENCE

PricewaterhouseCoopers Pvt. Ltd.   Apr 2017 — Present
Consultant

Worked on different niche data analytics pilot works for different industry domains and clients:

Good experience with data visualisation and statistical modelling using R programming
Worked on statistical models like Clustering, Regression, Market Basket, Sentiment Analysis, Text mining, Decision Trees
Worked on different advanced statistical models with R analytical packages
Worked with R implementation and integration with Reporting tools like Tableau, PowerBI

1. Social Media Insight using Azure ML for an Airlines Client
The client was having a bulk of social media data as unstructured social chatter, and badly needed insight into the customer sentiment that could be gained.

2. Decision Insight with Regression Analysis for an FMCG Client
The client had certain brand related KPI's on their customer base across the country that were gathered after due survey and market research.
The objective was to find out how much and which particular KPI variables were needed to be analysed which were contributing significant insight into the customer base's view regarding the client's market image and branding.
A statistical model with requisite correlative variable analysis was done with R programming that shed significant light into all kinds of insights that were required.

3. Developed Tailored customer recommendation system for an e-commerce client as Proof-of-concept

Cognizant Technology Solutions   Apr 2015 — Apr 2017
Programmer Analyst

- Performed LMS Data Analysis using Azure Machine Learning for different industry domains and clients
- Insight Gathering and reporting using RMarkdown for a US-based Transport MNC
- Social Media Analytics and Wordcloud Generation using R for an UK based MNC
- Cluster Analysis on Customer Data for a Retail Company
- Deliverables included specific profit area by identifying clusters from a large customer dataset.
- Data Visualization and providing resourceful marketing strategies.

PCS Global Pvt Ltd.   Jun 2014 — Apr 2015
Junior Software Developer

- Regression Analysis on a Survey Dataset for a Retail Client
- Deliverables included understanding and identifying influential factors in a business process. Applied both Linear and Logistic Regression to produce predictive results.
- Sentiment Analysis on Twitter Data
- Academic project involving Analysis of 20000 tweets on a topic and classifying public reaction. Deliverables included visualizations to display the proportions of public reactions.

QUALIFICATIONS Bachelor of Technology in Information Technology (WBUT)

EDUCATION

B.Tech   Aug 2010 — Jun 2014
West Bengal University of Technology
80% ~ 8.25 CGPA

Higher Secondary   Jun 2008 — Mar 2010
Hariyana Vidya Mandir (C.B.S.E)
82 %

Secondary   Apr 1998 — Mar 2008
Hariyana Vidya Mandir (C.B.S.E)
87 %

INTERESTS
Coin Collection (British Empire and European Coins)
Watching Movies(Classic Hollywood, Nolan, Alfonso Cuaron, Kubrik)
Elocution & Extempore Speech, Quiz and Debate.

REFERENCES References available upon request.