Sandeep Mukherjee

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Experienced analytics leader and data scientist with 11 years' experience in analytics consulting and business development with global clients across multiple geographies and industry verticals

SYNOPSIS

- Subject matter expert in application of data driven analytics to solve business problems - Extensive experience of working with senior leadership in defining strategy, providing thought leadership, creating new business solutions and leading large analytics teams; also involved in business development, account management and product development
- Specialties: Retail Analytics, Customer Segmentation and Analytics, Media and Marketing Mix, Product and Pricing Optimization, Omni-channel Analytics, Operations Analytics, Fraud Analytics, Spend Analysis, Recommendation Engines, Campaign Analytics, Design of Experiments, Web Analytics and Marketing Research
- In-depth understanding and exposure to application of advanced analytical techniques such as Hierarchical Mixed Effects Models, Attribution Modelling - Conjoint Analysis, Linear Regression, Logistic Regression, MDS, Discriminant Analysis, CART, CHAID, K-means and 2-step clustering, Correspondence Analysis, Time Series Forecasting ARIMA and ARIMAX, PSM, Linear Programming, Monte Carlo simulations, ANOVA
- Worked for clients across multiple geographies and industry verticals such as Retail, CPG, Pharmaceuticals, Entertainment, Consulting, Education and E-commerce

EDUCATION

- Masters in Business Administration (MBA - 2 Years full time) with specialization in Marketing & IT from International Management Institute (IMI), New Delhi, 2003-05
- Masters in Computer Application (MCA - 3 Years full time) from IP University, Delhi, 1999-2002
- Bachelor of Science (B.Sc. – IT) from Kirorimal College, Delhi University, 1996-1999

WORK EXPERIENCE

❑ **June, 2014 – Present : with The Smart Cube as Unit Head - Data Analytics and Lead - Analytics CoE**

Key Responsibilities

- Responsible for leading Data Analytics Unit - involved in people management, capacity planning, recruitment, mentoring, performance evaluation, development planning, staffing, conflict resolution
- Involved in building stable client relationships – developing accounts from an ad-hoc (on demand) mode to a dedicated team mode; Ensuring on-going quality delivery across projects
- Developing new clients by working closely with the sales force to assess client requirements and pitching right service offerings - Maintaining existing accounts and getting continued business from these clients across various domains through up-selling and cross-selling of projects; - Responding to RFP/RFI/RFQ, highlighting the research objectives and proposed methodology
- Involved in design and development of analytics based business solutions, capabilities, and then working with the sales team to take them to market
- Responsible for end-to-end project management for key client accounts, including client stakeholder management, team management and delivery process management – have ensured end-to-end delivery of multiple analytics projects across various geographies and industry verticals

Project Management Experience

- Led an extensive promotions and pricing analytics project onsite for one of the largest UK based retailer – Project involved assessment of real uplift due to in-store promotions based on TPRs. An extensive hierarchical mixed effects regression model was created to calculate effect of predictor variables such as base price, discount percentage, seasonal variables, store type, product category, etc. randomized at each hierarchy level down to the SKU level to capture SKU level effects accurately
  - Project also involved calculation of the effect of cannibalisation on the sales of other substitutable SKUs, Halo effect on complementary SKUs and Pull Forward of sales to the promotion period
  - The project helped identify loss making promotions and thereby giving an annual estimated savings of GBP 24 mn for the client
  - Project involved extensive client management onsite involving business unit director level stakeholders
  - Successful completion of this project helped increase the client account from ad-hoc level engagement to 20+ full time analyst level engagement
- Designed choice based conjoint analysis study for US based property management firm to understand the relative importance of property upgrade features among tenants – study helped achieve the right combination of property features so as to give the maximum return from renovation related investments
- Developed in-depth time series forecasts using ARIMA and ARIMAX for US based student housing development company that wanted to forecast demand for student rental accommodation across multiple US universities

- Worked on multiple secondary space optimization, pricing optimization, campaign analytics and design of experiments projects for one of the largest retailers based in UK
- Worked on an extensive Market Mix Modeling project for a global tea manufacturer to identify relative importance of marketing levers with key focus on media and primarily television spends – project involved ROI calculations at TV channel and slot level
- Worked onsite for a US based state run group of schools on extensive spend analysis project involving a total spend of $8.2 billion – project involved mapping, categorization and analysis of 5.4 million rows of spend data using carefully designed algorithms through SAS and SQL

❑ **May, 2013 – Jan, 2014: with AbsolutData as Senior Manager and Head - Operations Analytics**

Key Responsibilities

- Head - Operations Analytics and senior member of Corporate Strategy team
- Responsible for building up Operations Analytics practice and identifying business opportunities related to spend analysis, service operations optimization, manufacturing analytics and supply chain analytics
- As a member of the Corporate Strategy team, was also involved in new product development and identification of new service lines

Project Management Experience

- Designed spend management and analysis tool for a global management consulting organization – project involved extensive data mapping and categorization, followed by assessment of cost saving opportunities through Pareto analysis and supplier consolidation
- Worked on Market Mix Modeling for a global CPG company to identify relative importance of marketing levers and forecast incremental sales as a result of planned changes in levers (based on multiple scenarios) so as to calculate the ROI and elasticity for each lever
- Designed and automated workforce optimization and staff scheduling for a global telecom company through multi-scenario linear programming algorithm and Monte Carlo simulation – project involved extensive coding for parallel programming so as to expedite execution time and make the scheduling algorithm a feasible business solution

❑ **October, 2006 – January, 2013: with The Smart Cube as Senior Manager - Data Analytics**

Key Responsibilities

- Client and account management, delivery ownership for all key projects, analytics capability development
- End-to-end delivery of multiple analytics projects across various geographies and industry verticals
- Performance appraisals, retention, mentoring and training programs for 30+ team members
- Working with Sales team to identify new opportunities and assisting with business proposals, case studies and additional collaterals

Project Management Experience

- Designed principal protection insurance plan for borrowers' portfolio for a large US based online lending company; study involved calculation of loss projections for existing and new customers using techniques like roll-rate analysis, flow rate modeling, CART, CHAID, Logistic Regression and identifying expected future returns
- Worked on customer segmentation study for one of the largest insurance companies in the US to identify insurance buyer clusters and their purchase patterns; study involved identification of customer segments using statistical techniques like 2 step cluster analysis, profiling of these clusters through persona analysis and subsequent comparison of personas to bring out the key differences between them
- Worked on launch page optimization for a large UK based frozen food company which involved estimation of the effectiveness of launch pages in converting visitors into registrants and subscribers – project also helped estimate the channels which lead to greater conversion rates of visitors into registrants and subscribers
- Designed procurement dashboard for a multinational FMCG and pharmaceutical company to streamline their raw material sourcing and further analyzed multiple pricing scenarios to identify the optimum sourcing strategy
- Studied the gambling industry in the UK, working closely with an online betting operator with European presence; projects involved the analysis of penetration levels amongst high value segment bettors and subsequently analyzing their betting behavior and media usage habits to increase penetration
- Analyzed usage and satisfaction trends for customers of a large digital pay television operator in the UK; the project included extensive analysis of customer satisfaction levels at various touch points, using statistical and data modeling techniques
- Carried out market basket analysis for a US based shoe manufacturer to understand affinity patterns between top selling SKUs across its brick and mortar and online channels

- Conducted brand strength analysis for a large record label (music company) in the UK using sales and satisfaction data; project involved analysis of key trends in digital music by genre and demographics and their impact on future sales of the brand

❑ **May, 2005 – September, 2006: with eTechnology group @ IMRB International as Senior Consultant**

Key Responsibilities

- End-to-end execution of research projects including designing of sampling plan and questionnaire, field management, analysis and final presentation of findings to stakeholders

Project Management Experience

- Studied the consumption pattern of processors in cyber cafes across South East Asian countries for a large manufacturer of microprocessors; the study involved coordination and management of fieldwork in five countries, comparison of economic evolution and market sizing of cyber cafes
- Studied the structure and dynamics of the fruits & vegetables market in India for one of the largest Indian CPG that wanted to enter the wholesale market , in order to analyze the consumption trends and demand forecasts in six key metropolitan cities
- Analyzed awareness and usage patterns of Internet In India (I-cube) through primary research conducted amongst users across twenty cities; project involved usage forecast for next 5 and 10 years time period, spontaneous and aided awareness, emerging trends, demographics and preference mapping, comparison of internet vis-à-vis other media

❑ **June, 2002 – June, 2003 - with Soft-Source Pvt. Ltd. as Trainee Engineer**

Key Responsibilities

- Client need recognition and identification of functionalities to be included in the software deliverable
- Construction of backend databases on MS Access and design of form based front-end applications using VBA and form feature of Access
- Writing queries and macros to link the user forms with the underlying tables

IT SKILLS

- RDBMS - MS Access, SQL Server
- Statistical Packages - SPSS, SAS, MS Excel
- Visualization Tools – Tableau and Microstrategy
- Programming Languages - Visual Basic, ASP

PERSONAL DETAILS

- Permanent Address - C-184, Surya Nagar (Opp Vivek Vihar, Delhi)
- Alt E-mail - sandeepmukherjee3@rediffmail.com
- Current Location - Delhi
- Marital status – Married