

Skills:

R | Python | Oracle SQL Plus | VBA | Data-driven Analysis | SAS | SPSS | Neural Network | Machine Learning | Hypothesis Testing | Advanced Excel | Statistical research and modeling | Model Validation | Data-driven decisions | Dashboards and reports | Advertise Analysis | Client Dealing | Great at communication and relationship building | Operational efficiency and effectiveness | Qualitative and quantitative analysis | Timeseries analysis | Forecasting | Root cause analysis | Decision-making | Creativity in problem-solving | Project lifecycles and management methodologies | Content Creation (YouTube) | Photography

Work Experience:

Statistical Consultant – University Of West Florida

(Nov 2023 – Present)

- Assumed the responsibility of guiding students in their data analysis projects, acquiring skills in data engineering, data visualization, hypothesis testing, forecasting, model validation, and interpretation.
- Leveraged expertise in these areas to facilitate students' data analysis projects, ensuring their successful completion and fostering skill development.

Research Assistant - CSDA Lab, University of West Florida

(Jan 2023 – Present)

- Cultivated expertise in Statistics, Data Analysis, Machine Learning, and Deep Learning, with a particular focus on R and Python, through my dedicated research role.
- Instrumental in actively contributing to three significant research projects, with involvement spanning data collection, preprocessing, and advanced analytics.
- Played an integral role in the successful completion of these impactful projects, competition leveraging my proficiency in the mentioned areas.

Graduate Teaching Assistant- University of West Florida

(Aug 2022 - Present)

- Engaged in professor-supervised research while serving as a Teaching Assistant, efficiently handling tasks such as grading, exam proctoring, and workshop facilitation.
- Played a pivotal role in creating a dynamic and engaging learning environment that significantly contributed to the overall success of the students.

Executive Data Analyst- Kantar, India

(Jan 2021 - Aug 2022)

Major Clients:

▪ **ITC:**

Guided and assisted colleagues in conducting data-driven analyses for multiple products within the Indian Domestic market at ITC. Proficiently examined customer preferences, market competition, and keywords for targeted advertising campaigns. Managed diverse projects, encompassing product launches, comparisons, and pilot surveys. Ensured accurate tracking of studies and timely delivery of client-specific deliverables.

▪ **COLGATE-PALMOLIVE:**

Managed the Track study for **Palmolive-Bodywash** independently, overseeing quarterly reports with updated specifications. Took the lead in conducting analyses for various COLGATE-PALMOLIVE products in the Indian Domestic market. This involved evaluating customer preferences, market competition, and keyword analysis for advertising campaigns.

▪ **UBER:**

Oversaw the study for the **launch of Uber Auto** in India, focusing on analyzing travel needs and preferences for both customers and drivers in the Indian market. Played a key role in contributing to both the pilot and final projects.

▪ **BRITISH AMERICAN TOBACCO (BAT):**

Facilitated collaboration between teams for the study of various British American Tobacco (BAT) products in the **South Asian market**. Concentrated on analyzing product specifications, packaging, pricing, customer needs, and market availability as the primary objectives of the study.

Key Responsibilities:

- Developed automated processes using Python, R, and VBA to enhance efficiency in data analysis and reporting.
- Applied statistical methodologies in SPSS to derive meaningful insights from complex datasets.
- Executed database queries and optimizations using SQL for efficient data retrieval and manipulation.
- Designed and implemented Excel Macros for streamlined data processing and reporting tasks.
- Utilized advanced Excel features to create dynamic dashboards and reports for data visualization.
- Implemented Dimension tools to analyze and interpret multidimensional data for strategic decision-making.
- Engineered solutions using the Magic database to ensure robust data storage, retrieval, and maintenance.
- Conducted thorough data analysis to support business intelligence and decision-making processes.
- Automated repetitive tasks and reporting procedures to save time and reduce errors in data handling.
- Utilized reporting tools for generating comprehensive and visually appealing reports for stakeholders.
- Maintained data integrity through regular audits, updates, and optimization of database systems.
- Gained expertise in market research and advertising analysis, refining strong analytical and critical thinking skills.
- This experience has been crucial in successful client interactions, effective communication, and relationship-building.
- Proficiently managed a diverse range of domestic and international projects in my capacity as a market researcher.
- Achieved collaborative successes with esteemed clients, resulting in salary hikes.
- Consistently **delivered 117 projects in a year**, establishing a reputation as a reliable resource.
- Fostering a positive team atmosphere through independent code development and consistently meeting project timelines.

Guest Lecturer of Statistics- Haringhata Mahavidyalaya, University of Kalyani (Oct 2020 - Aug 2022)

- As a course designer and instructor, crafted and delivered courses in Descriptive Statistics, Regression Modeling, and Probability.
- Focused on fostering student engagement through real-life examples and practical applications of statistics.
- Enhanced students' research skills and deepened their understanding of the subject matter through this approach.

Education:

MS in Data Science, Analytics, and Modelling | University Of West Florida (GPA 3.72) (Aug 22 - May 24)
Time Series Analysis* | Predictive Modelling Techniques (*Directed Study*) * | Statistical Modelling | Regression Modelling | Advanced Statistical Modelling | Database System | Data Mining | Tools for Data Science | Applied Bayesian Analysis*

5 years Int. MSc. In Statistics | University Of Kalyani (SGPA 7.57/10) (July 15- Oct 20)
Advanced-Data Analytic Techniques | Testing of Hypothesis | Probability Theory | Linear Programming Problem | Game Theory & Operation Research | Regression Analysis | Descriptive Statistics

Professional Certifications:

- Google Data Analytics Capstone: Complete a case study (Google)
 - Python for Data Science and Machine Learning (Udemy)
 - Python for Data Science and Time Series Analysis (Udemy)
 - The Business Intelligence Course (Udemy)
 - Excel: Macros and VBA for beginners (LinkedIn)
 - Excel: Introduction to Macros and VBA (LinkedIn)
 - Master the Fourier transform and its application (Udemy)
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University Projects:

Cherry Blossom Prediction

Supervisor: Dr. Achraf Cohen, UWF

Developed predictive models for forecasting the cherry blossom peak day using a combination of Linear and Logistic Regression models, achieving a standard deviation of 4.34 days, and a Long Short-Term Memory (LSTM) approach, which yielded an RMSE of 0.1985 and a reasonable MAPE of 0.318.

Temperature Forecasting Using LSTM

Supervisor: Dr. Achraf Cohen, UWF

In a collaborative team of three, focused on weather temperature forecasting using historical data, utilizing Python and R for analysis. My contributions included coding, paper writing, and presentation, and I significantly enhanced the model's predictive accuracy by 80% through code updates, while also improving its usability for future applications.

Conference Talks:

- 3MT competition at UWF (October 2023), Advisor: Dr. Achraf Cohen
 - MAA Math Fest 2023, Tampa, FL. (August 2023), poster presentation. Predicting the Day of Cherry Blossom using LSTM. Advisor: Dr. Achraf Cohen
 - University of West Florida Student Scholars Symposium. Pensacola, FL, (April 2023), poster presentation. Predicting the Day of the Year of Cherry Blossom Peak. Advisor: Dr. Achraf Cohen
 - Conference of Florida Graduate Schools 2023. University of Miami, Lakeside Village, FL. (April 2023), poster presentation. Predicting the Day of the Year of Cherry Blossom Peak. Advisor: Dr. Achraf Cohen
 - Data Integration Techniques in Automobile. International Conference on Strategic Management, Decision Theory and Data Science. Kolkata, India (December 2019), Project Presentation. Advisor: Dr. Bikas K Sinha.
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Extracurricular:

STEM Summer Camp Assistant, UWF (Summer 2023) | Orientation Leader for Graduate Student, UWF (Spring & Fall 2023) | Participated in MLK service day activities, UWF | Run YouTube Channel | Interested in Photography, Badminton, Cricket & helping others.

Awards & Grants:

UWF Graduate Research Grant, Fall 2023 | UWF Graduate Travel Grant | HMCSE Grad Merit Scholarship | John C Pace Scholar HMCSE | Swami Vivekananda Merit-Cum-Means Scholarship (SVMCM) | Nominated for Best Employee of the Month @ Kantar