Siddhartha Pal

Nielsen India Pvt. Ltd.

Research Analyst
(Diagnostic Consultant)

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Date of birth: 24/10/1993

Techniques

- **Regression Analysis**
- **Clustering Technique**
- **Discriminant Analysis**
- **Random Forest & Decision Tree**
- **Time Series Modelling**
- **Naive Bayes**
- **Natural Language Processing**

Skills

- **R Programming**
- **Python**
- **SAS**
- **SPSS**
- **Advance Excel**
- **Mentoring**
- **Proactive**
- **Effective Communication**

Education

- **M.SC in statistics - University of Kalyani** (CGPA- 6.39)

Key Achievements

- Created a ***Word Network Analysis*** providing significant insights in each report building process, **increasing revenue** and **reducing manual intervention**.
- Providing **quality control** of data for BPA projects and helped in ***gaining accuracy of elasticities*** between BPA and In-market scenario.
- Organized ***DC training sessions*** for whole Europe Client Consulting Team.
- ***Simply Excellent Silver Award*** for Client Excellence in Segmentation Project.
- **District topper** in Mathematics Olympiad.

Certifications

- **Business Analytics certificate** course from ***CONCEPTLYTICS ISTITUTE & TECHNOLOGIES***.
- **Machine Learning** with R and Python from **UDEMY**.

Being a Statistical Analyst, I love to work with data and make sound inferences from it to help others understand what's behind the numbers. I am experienced in analytics profession using statistical and econometric techniques for numeric and textual analytics to produce unique innovative solutions.

Work Experience

2019-02 – Present

Research Analyst – Diagnostic Consultant

Nielsen India Pvt. Ltd.

- **Consumer Segmentation** using **Latent Class Clustering** and **K-means** to identify key factors from demographic profile, lifestyle and behavior towards brand/category. Also, creating a **Typing Tool** using **Discriminant analysis** to classify future respondents into respective segments.
- **Competitive insights Analysis** using **Factor analysis and Logistic Regression** to show strengths and weakness of client's brand versus key competitors in market and the key factors that impact the purchase intent of the particular category or brand.
- **BASES Price Advisor,** a flexible tool to identify pricing strategy, to efficiently build your understanding of the relationship between volume potential and price. It determines how launch year volume is expected to change across prices. It helps us to understand the trade-off between price and sale.
- **Demand Forecasting using VAR and ARIMA,** worked on developing forecasting models for sales data and looked for short term and long term effect using VAR methodology in **Python and R**.
- **Hierarchies** and **Category Analysis** with the help of e-commerce review data and Survey data to describe consumer needs across the entire category in a granular way. Discover **key features** in each product category and build a unique taxonomy for each. Combine **computational linguistics** and **text analytics** to clarify subjectivity in customer perceptions and understand customer attitude to derive the **pain points**.
- **Structural Equation Modelling** to do **confirmatory factor analysis** and **path analysis** to understand key drivers strongly associated with customer satisfaction, purchase interest and other key marketing variables.(**R Lavaan and AMOS**)

2018-02 – 2019-02

Analytics Executive

Feedback Business Consulting Pvt. Ltd.

- **Discriminant** Analysis and **Factor** Analysis using satisfaction scales on CSAT and ESAT data, to understand key important drivers of satisfaction.
- Provide **derived importance vs product performance** and compare it with key competitors in the market.
- **Topic Modelling** using Latent Dirichlet Allocation (**LDA**) in **R** to understand preferable talked topics based on the document.
- Classifying text documents based on pre-defined dictionary using **Naïve Bayes** to present the text document in a thematic format.
- **Key Phrase Extraction** and **Word Network Analysis** to understand significant pain points and reasons behind it.
- Sentiment Analysis using **Jeffrey Bean's** Algorithm in R to understand the employees needs and attitudes towards a new service or organizational changes.

Personal Project

2019-08 – 2019-09

- Created a **Recommendation System** in **Python** using IMDB movie ratings dataset. Compared Demographic, Content-based and collaborative filtering to achieve to a better recommendation. Applied **cosine similarity** to form a similarity matrix based on different criteria. (*Personal Initiative, Nielsen India Pvt.Ltd*)

2017-04 – 2017-06

- Using Count Data from National Family Health Survey 3 (NFSH3) to predict the "total number of children born" with the help of **Poisson Regression**. *(Academic Project from ISI, Kolkata)*

I hereby declare that above mentioned information is correct to my knowledge and I bear the responsibility of the same.

Siddhartha Pal