# Cover Letter

Hi,

Do you know which corporate strategy best suits you? Sourced from the Boston Consulting Group, a useful tool to kick-start the technical scoping process for an advanced analytics project (Feel free to use it):

https://idprashantd.shinyapps.io/strategy/

This is a screenshot of a Decision Support System that I built embedding advanced analytics into the strategy formulation process:
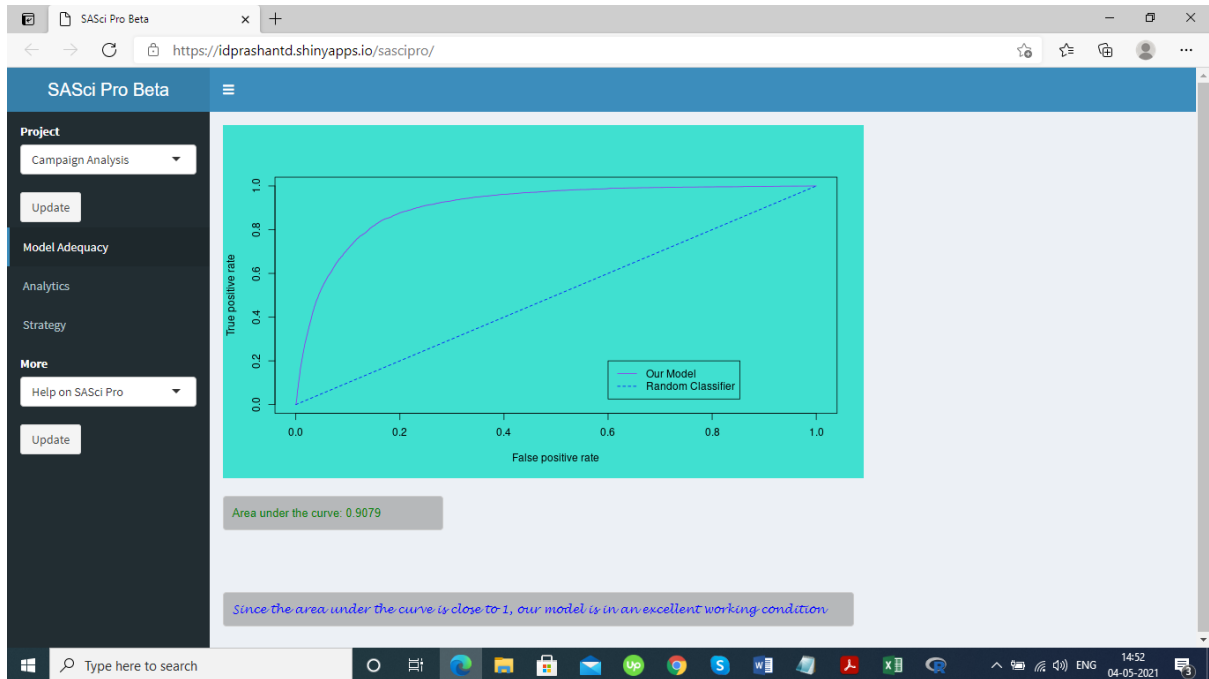
Let's get the MBB level strategy component or Wharton strategy research into our decision-making process and into our app.

A great resource for strategy are the BCG publications. I subscribe to the International Federation of Operational Research Societies IFORs' Newsletter. Their section, Tutorial, features some of the most advanced OR techniques and are a joy to read and catch up on the recent developments in the field.

To embed analytics into strategy has to be the challenge that every company that has a data culture is currently pursuing. To develop a long lasting architecture that becomes the DNA of the organization and one that helps in the decision-making process is a task that is worth taking on. R Shiny is not just a beautiful app but is a useful solution ready for production in an enterprise environment and one that goes through a wide range of engineering thresholds. I code exclusively in R with professional code reviews as part of my work ethic. We will use PullRequest.com who will sign Non-Disclosure Agreements for us.

Decision Support Systems (DSS) defined:

It all began at Carnegie Mellon with Simon and his business school colleagues Cyert and March collaborating on needle-moving research.

1. Access to organizational data: Relevant information and knowledge.

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2. A model: Mathematical and statistical formulae that represent the business and analyze data.

3. A user interface: Dashboards or other interfaces allowing users to interact with and view results.

The Economics of such a system:

In case the DSS generates messages that the top management can anticipate then clearly it's a trivial situation.

There are situations though when it isn't profitable for the top management to invoke the DSS to generate a company-wide mandate because of higher bayesian updating costs for the decision-maker in line with Simon (1960).

I hope we can work together.

ROI generated:

For a $20M business in the valley with 30% of revenues that are routinely left on the table gets us $1.5M in incremental profits at 25% net margin year on year.

 ➢ So for instance, businesses spend on average 8 hours on pricing in their entire history of operations. We need embedded advanced analytics that drive pricing strategies.

The Franz Edelman award finalists Ingram Micro from 2015 reported a <1% increase in revenues so the opportunities are enormous.

 ➢ They deploy the hierarchical bayesian methodology for demand modelling in their pricing platform.
 ➢ Subsequently they fix price in a multi-objective optimization framework.
 ➢ And they build a User Interface at scale with rebate letters as one of the components.

This is a subject matter of their patent filing with the patent office.

To be a part of the elite: Mckinsey weighs in - https://www.mckinsey.com/business-functions/mckinsey-analytics/our-insights/breaking-away-the-secrets-to-scaling-analytics

Only 8% get it right and capture the value generated by analytics that is billed at $9.5T - $15.4T worldwide. Key findings of the report:

1. Increase analytics investments with a focus on prioritizing top decision-making processes. We will develop an app for the top management to aide decision-making in strategy by embedding advanced analytics and host it on cloud. We will look to increase revenues, reduce costs, or improve profitability.
2. Use sophisticated analytics methodologies. We will make use of simulation-driven technologies when we encounter intractable highly complex management problems.
3. Possessing a deep analytics expertise enabled by a tailored talent strategy. Why an outsider? Unprecedented analytics expertise on complex strategy problems who can deliver ROI-driven quick-to-market solutions that are cost optimal.
4. Creating cross-functional, collaborative, and agile teams. I have access to the Stack Overflow Teams workflow which ensures Intellectual Property is protected and encourages a healthy work environment. I use Proton VPN for utmost security.

We will get it right before the competition does. What is stopping you from having me on board?

This is an article on mathematical modelling in manufacturing strategy that I wrote on medium:

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https://idprashantd.medium.com/a-roadmap-for-discrete-manufacturing-de3e75896a0c

I am hosted here: https://decisionsupportsystemsbahamas.jimdosite.com/

I am an RStudio listed consultant.

I am a part of the GLG Member Council.

I want to be the supplier of choice.

I am attaching a copy of my proposal and the contract.

You would be taking on external developers for multiple projects every year. I freelance. I am an analytics developer expert. I build decision support systems; lets bake-in at least 2 big ones this year.

Feel free to chat on LinkedIn to let me know your availability - I will schedule an online proposal presentation in the next few days.

Talk soon,

Prashant

Alumnus of the economics postgraduate program housed in the business school at IIM Calcutta (No.1 ranked department in the world by FT 2014).

Ranked No.2 in the analytics postgraduate program at IIT Bombay.

I am on the mailing list of COIN OR-the definitive computational resource for the operations research community. I am in the process of submitting a production project under the Eclipse License Agreement.

PhD 1st year Strategy Simulation, The University of Texas at Dallas.

I will have access to INFORMS journals, in particular, Strategy Science and Management Science.

I run a location-independent business.

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