

## Contact

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## Top Skills

Machine Learning

Integrated Marketing

Data Analysis

# JOYDEEP RAHA

Faculty Data Science -Across Universities in Bangalore -Pune & Dubai Python,Neural net, Storytelling using Tableau, Stat  
Bengaluru

## Summary

Domain:Business, Marketing, Data led decisions

Functional Skills :

Machine learning, Deep learning,Artificial Intelligence

Business Statistics --Descriptive and Inferential .

Business Story

Unstructured Environments .

Technical Skills :

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Python ,R , SPSS, Advanced Excel ,Tableau

Achievements and Awards :

Successful launch of business operations across 3 cities .

Successful brand launches in FMCG, Services, Lifestyle .

Panel Discussions .

Campaign Asia .

<https://www.kaggle.com/joydeepraha>

<https://github.com/joydeep69/>

70 percent domain and 30 percent data science.

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## Experience

Across Universities inBangalore Pune Dubai

Faculty Data Science

June 2021 - Present (10 months)

Bangalore Urban, Karnataka, India

Institute of Product Leadership  
Faculty Data Science  
December 2019 - April 2021 (1 year 5 months)  
Bengaluru Area, India

As a faculty position , it is techno-- commercial role involving full ownership of various data science and machine learning curriculums , designing and launching new short term curriculums as per industry requirements and manage it as part of Product Management for the institute

Adjunct faculty at CMS  
Applied Data Science in Marketing  
January 2019 - December 2019 (1 year)  
Bangalore

Delivered end to end lecture sessions to final year MBA students on Marketing Analytics in CMS school of management as per the prescribed syllabus with lab sessions using SPSS and Advanced excel tools. Additional responsibilities involved setting up of Marketing Analytics question paper and assessment of almost 120 students .

Moved on from Lintas Media in March 2012 to set up Carat Operations in South leading to P&L responsibilities across 3 branches namely Bangalore , Chennai & Cochin

- My experience encompasses new product launches, re-branding, brand extensions and market expansion.
- Experience includes deep understanding of the Indian consumer's buying behavior with respect to consumer journey, consumption patterns and media habits and their evolution over a period of time
- Resourceful in creating and sustaining dynamic environment that fosters development opportunities and motivates high performance amongst employees; managing geographically diversified teams at multiple locations across India.
- Past experience includes handling unstructured situations, was put to test multiple times during my professional journey across my current and previous organizations.

## CEO

Sr Vice President Carat India & CEO Carat Context

February 2012 - September 2018 (6 years 8 months)

Bangalore

Responsible for Carat Context P&L nationally

Result driven professional with over 20 years of experience in various aspects Media and Communications ranging from Strategy, Planning & Execution across domains and categories including E-commerce, Finance, Lifestyle, Consumer Durables, FMCG & Services.

# A business strategist & implementer with proficiency in building and spearheading business operations while achieving business growth objectives within the rapidly changing digital environment.

# Proven achievements in delivering organizational revenue objectives and adding substantial value

## Lintas Media Group

Sr. VICE PRESIDENT

October 2003 - February 2012 (8 years 5 months)

Bangalore Branch Incharge

Rich experience in the field of Media Strategy , Planning , Buying , Consumer Segments , Awareness Modelling , New Business Growth

Heading key profit centre operations with the view to achieve business objectives and ensure top line growth ,profitability and productivity

## ENTERPRISE NEXUS MUMBAI

MEDIA DIRECTOR

June 2000 - September 2003 (3 years 4 months)

Mumbai Area, India

Leading the media functions across Planning, Buying, and Operations

## Bates clarion

GROUP HEAD

1998 - 2000 (2 years)

## Education

Indian Institute of Management, Calcutta

Digital Marketing & Social Media , Digital · (2017 - 2018)

National Institute of Technology Rourkela

B.E., Mechanical Engineering · (1988 - 1992)

MICA

Institute of Product Leadership

International Certification in Data Science, Applied Data Science and Machine Learning · (2018 - 2019)

MICA AHMEDABAD

Media and Communications · (1996 - 1997)