

## Atreyee Bose

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### SUMMARY

Experienced in digital media and marketing analytics using predictive modelling, econometric methods and machine learning. Have delivered on client goals by providing meaningful insights that led directly to better revenues and business processes. Have Solved complex research problems using advanced statistics which led to development of cost benefit policies for corporate houses.

### DOMAIN AND SKILLS

- Technical skills –SAS, Hive, SQL, Tableau, R, VBA
- Data Science, Business Intelligence, Digital Media Marketing, Web Analytics, Marketing Research

### WORK EXPERIENCE

#### Associate Manager, Standard Chartered Modelling & Analytics Center (SCMAC)

Oct'17-present

*Worked with Brand, Marketing and Retail analytics teams*

##### Return on marketing Investment (ROMI)

- One among three data scientists who worked with the SCB Global Analytics head to build a simulator which would enable marketing managers to make marketing investment decisions, with a reference to historical performance and contribution of different marketing spends, across different channels (T.V, Print, Radio) etc.
- The simulator helped to optimize the marketing budget by **reducing spends by 1.4 M \$** across India, Hongkong ,Singapore, Taiwan, Korea and more.

##### Retail markets: Analytics Grid

- Incremental revenue of 15% achieved by building retention, deepening and cross sell models using ML techniques (Tree based models, Boosting techniques, Elastic net, Regularized logistic regressions, SVM, Rule fir classifier) to target high-value customers
- Built **Credit card retention strategy** for UAE markets for customers who are likely to be inactive and impacting reactivation rates by 40 %.

##### Campaign measurement

- Analysed KPIs for Standard Chartered's marketing campaigns using market research survey data in various markets and geographies and built strategies to optimize the creatives and targeting criteria

##### SCB values launch campaign

- Led a team of 30 people across all levels of hierarchy to build a product to promote newly launched company values. "*Good enough will never change the world.*" Achieved **SCB global recognition and awards nomination** for 2018.

#### Analytics Consultant, Quaero

Nov'15-Aug'17

*Worked with ESPN and NASCAR on web analytics*

##### Business Intelligence

- Execution and automation of the month end processing for all ESPN web analytics using SAS, R, Tableau to create segments for ad-targeting systems, and reports for user lifetime value, effectiveness of ad campaigns
- Ad blocker analysis: Built an automated monthly report using SAS for ESPN marketing, which would calculate revenue lost on all ESPN websites due to use of Ad-blockers
- Improved run times of the production processes and monitoring efforts by introducing SAS macros (email alerts, batch file execution, automated QA) **by 130%**
- Coordinated with a team of analysts to migrate the data model from IBM Netezza to Hadoop Hive.

##### Visualizations

- Led development and productized dashboards in Tableau for digital media clients like ESPN, NASCAR to capture web engagement, site effectiveness, user-value, Ad-campaign reports for various content and audience segments

##### Predictive modeling

- ESPN clicker model: Used Random forest models in R to predict ad clicks on clickstream data. Introduced scripts to productionize the model scoring process (variable creation, model prediction, scoring and segment upload) in R and SAS.
- NASCAR web visits prediction: Used linear regression modelling in R to find drivers for web visits on NASCAR website on race days. Improved **error rates by 15%** by introducing relevant business variables

#### **Data Scientist-Trainee, OLA-Cabs- Bangalore**

*June'15-Oct'15*

- Constructed a data model for an integrated view of cab bookings using Pentaho, MySQL
- Developed a **predictive analytics engine** to detect fraudulent cab bookings using rule based thresholds and logistic regression

#### **Researcher and Data Scientist-Applied Statistics: Indian School of Business, Hyderabad**

*Jun'12-Jun'15*

*Worked in collaboration with: McKinsey and Infosys*

##### **Validation of Learning Transfer Systems:**

- Collaborated with 30+ Indian corporate houses to get data on their corporate training programmes
- Used **ML models (Factor Analysis, PCA)** to determine the important latent variables and identifying relevant factors which contribute to effective corporate learning
- Evaluated the ROI of training based on the factors identified and improved the implementations of the training programmes.

##### **Impact of organization culture on learning transfer:**

- Empirically substantiated the relationship between individual perception of organization culture and learning transfer factors in organizations.
- Presented the research at '16 UFHRD conference, Manchester

##### **ISB Biocon Certificate Programme in Business Analytics**

- Assisted professors to build course material and conduct lectures and tutorials on Econometrics and ML

### **EDUCATION**

**Jadavpur University** - MS, Economics, GPA 7.3/10

*Jul'10-Jun'12*

**Jadavpur University** - BS, Economics, GPA 7.5/10

*Jul'7-Jun'10*

### **OTHER ACHIEVEMENTS**

- **THE ACE AWARD** at Quaero for Improved run times and efficiency for the month end processing for ESPN web analytics
- **Nominated** for the **Standard Chartered global recognition awards**
- **Top 200** authors in essay competition held by **World Bank** in 2011
- Invited to attend **GIS Taiwan conference 2012**, as one of the **80 delegates** across the world out of 2000
- Ranked 2<sup>nd</sup> in National Finals of I-Create (USA) Business Plan Competition held in Baroda (Gujarat) in 2011

##### **Extra-Curricular Activities**

- Qualified for **National swimming championship** in year 2004
- Ranked among top 4 in all Bengal swimming championships year 2000 to 2004.
- Ranked 4<sup>th</sup> in 1-mile swimming 2004-All Bengal open championship.
- Awarded the most prestigious award in school for contribution to Art and Painting - 'Best Talent in art-2007'
- Indian classical vocalist training under music maestro Pt. Ritwik Sanyal