

CURRICULUM VITAE

Anirban Ghosh

Senior Analyst – Predictive Modeling | Smart Analyst India Pvt. Ltd.

Gurgaon , India

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Executive Summary:

My intellectual nature, analytical skills, lateral thought process, enthusiasm and accountability complemented by proficient communication skills have driven me to work with diligence in the field of the decision analytics and consulting for approximately 42 months, thereby learning the minute traits of business and adding value to the organization as well as to me.

Areas of Interest:

Functional

- Marketing Analytics
- Credit Risk Analytics
- Retail Analytics
- Telecom Analytics
- Healthcare Analytics

Technical

- Hypothesis Testing
- Clustering and Classification Techniques
- Market Basket Analysis
- Time Series Forecasting (ARIMA Modeling)
- CHAID Analysis
- Factor Analysis
- Linear and Logistic Regression

Professional Experience:

Smart Analyst India Pvt. Ltd. (Gurgaon , India)
Senior Analyst (Predictive Modeling)

March 17 – Present

Polaris Consulting & Services Limited (Pune , India)
Engineer (Predictive Modeling)

September 2016 – March 17

Smart Analyst India Pvt. Ltd. (Gurgaon , India)
Business Analyst (Predictive Modeling)

May 2016 – August 2016

Abzooba Inc. (Kolkata, India)
Data Analyst (Predictive Modeling)

November 2014 – April 2016

Brief of Projects Undertaken:

Client : Leading Patient Experience Measurement Company in USA

Environment : SAS, R, MS Excel

Responsibilities :

- Developed a model to calculate satisfaction score of the patients across the hospital as well as physicians using survey/response data. These scores were used to help the health care providers in understanding and improving the entire patient experience
- Created Alerts on their performance

Client : Non Banking Financial Company in UAE

Environment : SAS, MS Excel

Responsibilities:

- Developed a Strategic Plan on NBFC consumer research data by Segmentation using Cluster Analysis
- To distinguish the market into different segments
- To assess current customer satisfaction level, customer dissatisfaction areas & customer expectations
- To offer customized products and services on basis of segments

Client : Leading Retailer in USA

Environment : SAS, MS Excel

Responsibilities:

- Regression model was developed to understand the attributes that drive customer satisfaction. The model was then used to predict the overall satisfaction score using responses questions in the survey.

Client : Leading Health-care Provider in USA

Environment : SAS, Teradata, MS-SQL, Tableau

Responsibilities:

- Developed a Dashboard with global filters, dynamic parameters, display swapping, cascaded actions, information masking to display a customer portfolio such as
 - Cost distribution across facilities by CBSA, along with regional and global average reference
 - Potential savings opportunities by CBSA and Treatment – user can drill down to three nested levels of treatments

Client : Leading Bank in UAE

Environment : SAS, R, MS Excel

Responsibilities:

- Developed a Model by applying Logistic Regression for retail banking portfolio to examine the trust
- Developed a corporate Probability of Default Model for wholesale banking portfolio by applying Logistic Regression as well as Random Forest to examine the trust worthiness of a prospective company

Client : Leading Banking Service Provider in USA

Environment : SAS, Teradata, MS Excel

Responsibilities :

- Generating alert for different business segments based on various financial metrics
- Return on Assets driver analysis based on various financial metrics

Client : Leading Pharmaceutical Company in USA

Environment : SAS, MS Excel

Responsibilities:

- Developed a Model by Kaplan Meier Survival estimate to understand the efficacy of various medicines used for the treatment of Multiple Myeloma on anonymous patient level data by studying their survival probability
- Comorbidity and Adverse Event analysis

Technical Expertise:

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|---------------------------|---|
| Statistical Analysis Tool | SAS(SAS -BASE/SAS -STAT/SAS -MACRO/SAS -EG/SAS -SQL),R,SPSS |
| Visualization Tool | Tableau |
| Programming Language | SQL (Teradata , MS-SQL) |
| MS OFFICE | MS-Excel, MS-Word, MS-Power Point |

Academic Profile:

Post Graduate Program in Business

Analytics Praxis Business School, Kolkata

July 2013 – June 2014

Bachelor of Technology in Mechanical Engineering

Dr. B.C. Roy Engineering College (WBUT) ,Durgapur

August 2008 – July 2012

Higher Secondary Examination

Hooghly Collegiate School, Hooghly

May 2006 - June 2007

Activities and Interests

Solving Quantitative Aptitude and Data Interpretation problems, Photography and Painting

Recognitions:

: Awarded for outstanding performance at Abzooba

: Participated and won prizes in school level quiz competition

Declaration:

I do hereby declare that the above particulars are true to the best of my knowledge and belief and I would be glad to provide any other necessary information.

PLACE: Kolkata

ANIRBAN GHOSH