**Infosys –**

* Technical:
* An expert in **Python** (hands-on)/SQL.
* Strong experience with **Regression based models** (including development of such models)applied to the context of MMM modelling.
* Solid experience with **Probabilistic Programming and Bayesian Methods**.
* Functional/domain:
* Minimum 2 years of proven experience in developing and implementing **Marketing Mix Models (MMM)**.

Skills Required -

* Analytics
* Data Engineering
* Data Science
* Data Visualization
* Deep Learning
* Natural Language Processing (NLP)
* Predictive Analytics
* SQL
* Statistics
* Analytical Skills

**PWC**

* Artificial Intelligence (AI)
* Cluster Analysis
* Data Science
* Deep Learning
* Natural Language Processing (NLP)
* NumPy
* Pattern Recognition
* Fine Tuning
* Large Language Models (LLM)
* Unstructured Data

**JP Morgan**

* Programming Languages – Python (Pandas, NumPy, Scikit-learn, TensorFlow, and PyTorch)
* Machine Learning Frameworks –NLP, TensorFlow; PyTorch
* Big Data Technologies – Apache Spark; Hadoop
* Data Visualization – Matplotlib, Seaborn, Plotly, Tableau
* Database and Querying – SQL, PostgreSQL, MongoDB
* Version Control and Collaboration – Git, GitHub
* Working knowledge of CI/CD & MLOps