

BIKRAM DAS

SENIOR DATA SCIENTIST

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EDUCATION

Dual Degree in Chemical Engineering
(Minor: Management)
Indian Institute Of Technology,
Madras (IITM)

2014-2019
CGPA - 8.16/10

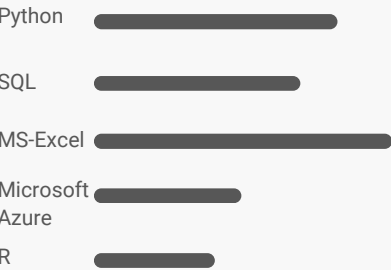
Class 12th, CBSE
Delhi Public School, Rourkela
2012-2014
Percentage - 95.2%

Class 10th, CBSE
Delhi Public School, Rourkela
2001-2012
CGPA - 10/10

SKILLS

- Data Science
- Machine Learning
- Stakeholder Management
- Natural Language Processing(NLP)
- Computer Vision
- Marketing Analytics
- Sales Analytics
- Project Management

TOOLS



AWARDS

- Aug'2022 - Pint Award(Culture)
- Oct'2021 - Cicerone Award(Results)
- Sep'2021 - Beer Shot Award(Results)

EXTRA - CURICULAR

- District Bronze Medal in Weight Lifting, Chennai
- Fitness and Nutrition Enthusiast - Instagram - fitcommonman
- Riding, Badminton, TT, Cricket

LANGUAGES

English, Hindi, Odia, Bengali

PROFILE

Experienced Data Scientist with 4.6 years of industry expertise in FMCG sector. Proficient in designing and implementing advanced Machine Learning & Statistical models, using data-driven approaches to extract actionable insights in Sales & Marketing Analytics, and contributing to global business success through effective stakeholder collaboration.

WORK EXPERIENCE

Senior Data Scientist, AB Inbev Oct'23--Present

Leading Africa Commercial Analytics Product Oct'23-Present

- Led a team of 6 professionals, overseeing data scientists, ML engineers, data engineers & business analysts, fostering collaboration & achieving optimal team productivity.
- Enhanced & maintained 5 commercial analytics solutions in 7 African countries, employing agile and scrum frameworks to ensure efficient development and delivery

Data Scientist, AB Inbev Jan'22--Sep'23

Customer Target Setting Apr'23-Aug'23

- Leveraged **ensemble model** using time series forecasting techniques like **Prophet, ARIMA, 6MMA & 3MMA** for precise data-driven future **market trend predictions**
- Allocated distributor targets with guard-rails, considering factors like **macroeconomic shifts** and **currency**, prevented **stockouts** and **distributor bulk hoarding**

Object Detection and Image Classification - Planogram Adherence Mar'23-Apr'23

- Used **OpenCV** Successfully implemented a **Proof of Concept** utilizing **YOLO, ESRGAN, SIFT**, and color matching to enhance **Planogram adherence**

Algo-Tasking for Business Development Representative(BDR) - Aug'22-Feb'23

- Leveraged **customer segmentation** to develop BDR visit planning, aligning visit times with **customer value contributions** to the business
- 20% reduction** in BDR workforce was achieved, resulting in a **\$1.3 million** PnL savings
- Designed a flexible task system aligning with Customer Tiers and business demands, resulting in **superior operational efficiency** and **task effectiveness** during visits

Customer Segmentation for Enhanced Commercial Strategy Jan'23-Jul'23

- Utilized **feature engineering** to evaluate critical customer attributes like Volume, Category Mix, Retention, and Invoice Delays, pivotal for commercial growth
- Built a **statistical heuristic model** for transparency.Categorized customers into five **clusters** based on value contribution, enabling **targeted** commercial strategies

Associate Data Scientist, AB Inbev Jul'19-Dec'2021

Automated ROI Warehouse & Enhanced Data Accessibility Jan'21-Dec'21

- Orchestrated **ETL processes** and leveraged **SQL** and **Python** to consolidate insights from 100 Market Mix Models, ensuring real-time centralised data availability
- Designed an intuitive, **cross-functional query interface**, while implementing robust **data governance** to ensure **data quality, integrity, and security**

Market Mix Modelling and Proxy ROI Aug'19-Dec'20

- Developed 10+ **Marketing Mix Models**, optimizing **\$83.8M** media spend, identifying key drivers, and generating **\$2.2M NR** with **hierarchical mixed effects regression**
- Created robust framework for non-MMM brands, enabling **ROI-based** media planning of **26% global media spend**, using **decision tress** & **MMM** models of established brands

Data Science Intern, Growfit May'17-Jun'17

Optimizing Models, Chat Quality, and User Engagement May'17-Jun'17

- Leveraged **Sentiment Analysis** via bag of words on chat transcripts to enhance chat quality and implemented a Product Recommendation system using NLP's Topic Modeling for user engagement
- Utilized **Logistic Regression, Classification Trees** and **SVM** to discern patterns in customers selecting paid plans, used **PCA** to improve accuracy by 11%