

BIPLOB GON

Associate Data Scientist

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PROFESSIONAL SUMMARY

Data Scientist with 3+ years of experience and an MSc in Statistics. Proven expertise in designing cloud-based AI solutions, Marketing Mix Modeling (MMM), machine learning, NLP, and MLOps. Adept at delivering data-driven insights to solve business-critical problems and drive growth.

TECHNICAL SKILLS

- **Programming:** Python (Pandas, NumPy, Scikit-learn), SQL (Spark SQL), PySpark
- **Big Data & Cloud:** Hadoop, AWS (S3, EMR)
- **Visualization:** Tableau, Plotly, Seaborn, Adobe Analytics, PowerPoint
- **NLP & AI:** Transformers, BERT, NLTK, TextBlob
- **Tools:** Jira, Confluence, Bitbucket, Advanced Excel.

WORK EXPERIENCE

Associate Data Scientist, Purchasing Power - Chennai, India Jan 2023 – Present

- **Seasonality Index:** Modeled product-level demand cycles, enabling dynamic pricing strategies.
- **Price Elasticity Model:** Designed log-log models for 34k+ SKUs, improving pricing decisions.
- **Loss Rate Optimization:** Developed ML-based charge-off risk detection, reducing losses.
- **Client Value Proposition Model:** Conducted sentiment analysis on internal customer data and external survey feedback using cutting-edge NLP techniques & pre-trained LLMs.
- **Marketing Mix Modelling (MMM):** Delivered a \$1.2M net demand opportunity via AI-driven budget optimization.
- **Fed Fund Rates Analysis:** Predicted demand shifts due to rate cuts, enhancing financial planning.
- **Cross-Functional Mentorship:** Trained 30+ employees under Upskill & Empower, boosting statistical literacy.

Statistical Analyst, Ipsos (MMA) - Bengaluru, India Jul 2017 – Jul 2018

- Education Developed MMM and MTA models for clients in CPG, FMCG, and retail.
- Promoted to account manager within 4 months for exceptional performance.

EDUCATION

- Certification | Winter School of Deep Learning (WSDL), Indian Statistical Institute (ISI), Kolkata | 2025
- MSc in Statistics | University of Calcutta, Kolkata, India | 2015 – 2017
- BSc (Hons.) in Statistics | RK Mission Residential College, Kolkata, India | 2012 – 2015

ACHIEVEMENTS

- Star Award (Q2 2024): For successfully deploying in-house Marketing Mix Modelling.
- DST INSPIRE Scholarship Award (2012–2017): Top 1% in HSC Examination, awarded by the Ministry of Science & Technology, Govt. of India.