DARSHAN JAYARAMU M.Sc., Statistics
Data Scientist/Consultant/Associate Manager - Healthcare & Life Sciences Analytics
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SYNOPSIS

Passionate and detail oriented Consultant/Associate Manager with 12 years of experience in Healthcare & Life Sciences Data Analytics. Skilled at analyzing patient level data (LRx), Xponential data(Prescribers) and Managed Care data to deduce operational efficiency, utilizing statistical and business intelligence tools in predictive modelling.

CORE COMPETENCIES

- R, SAS, SQL, Python, Tableau and MS office
- Team management & Operational excellence
- Managing client relationship
- Independent and problem solving

- Due diligence of transition
- Data analysis and visualization
- Business Intellegence
- Proficiency to comprehend new concepts

- Statistics: Inferential Statistics, Regression Analysis, Cluster Analysis
- ML Algorithms: Decision Tree Classifier, Decision Tree Regression, Random Forests

CERTIFICATIONS

- **Full Stack Data Science Certification** – Dec,2018
- Implementing a Database Design with SQL – Oct,2010
- Trained and Tested Lean and Six Sigma – Jan,2007

RECOGNITION & ACCOMPLISHMENT

- **Bronze Award:**   Competent & Consistent performance for Q3, Q4 year 2011 and Q1 2012
- **Spot Award**:   Customer Excellence & positive reception award - Q4 2018

IQVIA (6 + yrs)   **Jan 2013 – till date**
Consultant/Associate Manager

Projects:

- Targeting and Segmentation of physicians
    Context: Optimized segments creation for general physicians/spec of market/product
    Objective and Scope: Review of the proposed methodology and finalize on parameters to be used. Specify set of variables are used for targeting optimization project - Market, Specialty, Period, Data type, Measures, Segments
    Approach and Methodology:
  Concentration Curve units versus number of prescribers, Deciling prescribers on the basis of market share, Relative importance versus very high prescribing physicians, Deciles analysis, Segment estimation using predictive modeling.
    Results:Measure the out with KPI's Detection Rate, List Quality and Precision
- Resource Optimization through Market Analysis, Customer Targeting and Territory Alignment phases
- Brand performance insights and Overlap analysis
- Therapy Area Overview – Specialty initiation, Dynamic and static segments, Patient regime and tree structure, Prescription importance of prescribers by specialty.

- Commercial Actions – Identify brand performance levers, Monthly evolution of patients, new patient's specialty share and brand share.
- Dynamic Profiling and Targeting, Hospital Profiler and matching, Pharmacy Targeting, create statement of business (SoB) of market and product.

GENPACT INDIA (4 yrs)   **Jan 2009 – Dec 2012**
Business Analyst

- Successful Completion of part **due diligence of transition from Switzerland** onshore client.
- Pharma Trend analysis, MicroPlus Pharmaceutical Sales Territory Management, process which tracks and assesses drug prescribing behaviors. Distribution per Count and Statistical Research and Quality Assurance to closer look at products, suppliers and volume volatility.
- Data validation, optimize programs as per the process requisite. Executing statistical steps in SAS and analyzing the data and giving interpretation to input and output team.
- **Sales Analytics:** Providing market & competitive intelligence support, preparing and forecasting Sales Planning and Competitive Performance based information which would highlight the activity for selected therapeutic products which are being promoted by the Sales Representatives.
- Evaluating the impact and effectiveness of detailing activity on the physicians prescribing behavior and tracking the performance of Sales force in detailing different brands through a Plan of Action.

Projects:

- Impact study of summer surge products by testing statistically significance between control & experimental region and inferring over a period of 3 years data.
- Evaluating the impact of promotional campaigns - such as voucher program and speaker conferences, analyze the results, providing recommendations to the sales team and calculate the return on investment (ROI) per $ spent.
- Identifying opportunities to field sales force through the targeting process and thus facilitating in maximizing their efforts

MICROLAND LIMITED (6 mths)   **Jul 2008 – Dec 2008**
Quality Analyst

- Defining, Implementing and documenting the required Service Management processes as per the scope based on ITIL best practices.
- Responsible for performing Quality Tests and Quality Improvement as per the business plan. Auditing the work done by the Engineers, involved in statistical analysis and giving feedbacks.

MICROLAND LIMITED (1.5 yrs)   **Jan 2007 – Jun 2008**
Data Analyst

- Objective is to conduct performance analysis of messaging engineers by developing **MIS** for periodical status report and statistical summaries of Vital Management Parameters.
- Developing End- to –End data analysis using **Minitab and Excel**. Performing **Descriptive Statistical analysis** and drawing conclusions to support Remote Management Centre

PERSONAL INFORMATION

- Date of Birth: 08th May 1984
- Passport Number: S1621664
- Present Address: LB Shastri Nagar,
                                  Bangalore - 560 017