

DAVID SEBASTIAMPILLAI

LEAD CONSULTANT

Melbourne, Australia | david.sebastiampillai@gmail.com

Highly analytical and results-oriented lead consultant with a Master's degree in Applied Econometrics and over 7 years of experience delivering actionable insights through advanced econometric modeling and comprehensive market research. Proven ability to manage the full project lifecycle, from questionnaire design and data collection to sophisticated analysis, visualisation, and executive-level presentation. Key member driving econometric forecasting for strategic planning at BDA Marketing Planning, serving leading clients across automotive, apparel, tourism, and FMCG sectors. Seeking to leverage expertise in quantitative analysis and strategic consulting in a challenging new role.

PROFESSIONAL EXPERIENCE

BDA Marketing Planning | Melbourne, Australia

Mar 2018 - Present

- *Lead Consultant* | 2023 - Present
- *Senior Consultant* | 2020- 2023
- *Consultant* | Mar 2018-2020



Econometric Modeling & Forecasting:

- Spearheaded the firm's econometric modeling capabilities, serving as the primary expert.
- Developed and maintained quarterly new vehicle sales projections for a leading automotive OEM, directly informing their strategic decisions.
- Delivered bi-annual projections for a major international apparel company, influencing strategic planning at their US headquarters.
- Executed multi-country travel demand forecasts for national and state tourism organisations, guiding marketing and development efforts.
- Projected sales trends for various chicken product categories, providing actionable recommendations on market prioritisation and portfolio optimisation for the largest chicken producer in Australia
- Regularly presented complex forecast findings and strategic recommendations to executive-level stakeholders.

Market Research & Analysis:

- Managed end-to-end market research projects, encompassing questionnaire design, survey programming (Qualtrics), respondent provider liaison, data cleaning, and analysis.
- Translated complex datasets into clear, relevant insights and compelling narratives for client presentations.
- Designed and built interactive data visualisation interfaces/dashboards to effectively communicate survey findings and facilitate client exploration.

Client & Project Management:

- Successfully managed multiple concurrent projects for diverse clients across various industries.
- Acted as a key point of contact for clients, building strong relationships and ensuring project objectives were met.



- Research Assistant

Core Responsibilities:

- Supported faculty research in the Centre for Health Economics department.
- Conducted literature reviews, data collection, and initial analysis.
- Researched how limited English proficiency and geographic factors affect healthcare usage in Australia to guide public policy and reduce costs.

EDUCATION

Masters of Applied Econometrics

2016-2017

Monash University, Melbourne, Vic, Australia

- Thesis on “Fertility Returns to Women’s Education: Post-Lasso IV Estimation Approach”

Bachelor of Economics

2012-2015

The University of Tampa , Tampa, FL, USA

- Area of concentration : Macroeconomics and Econometrics

ADDITIONAL INFORMATION

Technical Skills:

- *Econometric Software* : Stata, R, EViews , Python
- *Survey Software*: Qualtrics, Survey Monkey , SPSS, Ruby , Q Research Software, DisplayR
- *Business Intelligence Tools* : Tableau, Power BI, Qlik,
- *Microsoft Suite* : Advance Excel (including VBA), PowerPoint, Word, Database

Languages:

- *Fluent*: English and Sinhalese (fluent)
- *Intermediate*: French, Arabic (read and write) , and Spanish

Soft Skills:

- Client Presentation, Stakeholder Management, Project Management, Data Storytelling, Problem-Solving, Communication (Written & Verbal), Analytical Thinking.

Activities & Awards:

- *Activities*: Member of Delta Epsilon Iota (Academic Honors Society), Omicron Delta Epsilon (International Honor Society for Economics), Dubai Chamber of Commerce.
- *Awards*: Dean’s List Distinction Award (Fall '12, Fall '13, and Fall '14), Achievement Award Scholarship (Fall '12 – Spring' 15)