

Ayan Banerjee

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Competencies

- **Analytical Tools**
 - Python, R, SAS
 - SQL, Tableau
 - Alteryx, Dataiku, Orange
- **Machine Learning Algorithms:**
Supervised methodologies -
Random Forest, Gradient Boosting, SVM, Decision Trees, Regression, Deep Learning Neural Networks.
Unsupervised methodologies -
K-Means Clustering, DBScan
- Team development & engagement
- Adept at storyboarding & presentation
- Keen at learning new technologies
- Tactful problem handling capability, decision making & regulation of activities.

Certifications

- Nanodegree Certifications (Udacity)
 - **Data Scientist Nanodegree**
 - Data Analyst Nanodegree
- LEAN Digital and Green Belt trained and tested by Genpact

Accolades

- Above and Beyond Award for streamlining and process improvements
- Star Award for automation and quality improvements
- Appreciations for reduction in outsourced business costs by decisive role playing

Education

Electrical and Electronics Engineering -
Reva ITM, Bengaluru



Profile Summary



Client centric, multitask professional with 6 years of experience possessing excellent analytical and logical skills. Presently engaged as a Data Scientist and concurrently managing a group of 4 analysts in the Advanced Analytics team within Novartis, a leading pharma brand in the US. Well versed in a broad array of statistical methodologies and machine learning algorithms.

Professional Engagements



Senior Analyst, Novartis

Hyderabad | 2 yrs 5 mos

- Deliver advanced analytical and statistical solutions for projects related to promotion evaluation, multi-channel marketing (MCM), campaign design, return on investment (ROI) analysis, resource allocation, segmentation, targeting, field force sizing and structure, and other ad hoc requests.
- Facilitate data enabled decision making for Novartis internal customers (CPOs & Regional marketing and sales teams) by program design, program measurement, data mining using prescription data from external suppliers (IQVIA) and internal data resources.
- Collaborate with GBS-GCO business in building practice across divisions by involving in initiatives like knowledge sharing, on-boarding, training and owning knowledge repositories.

Business Analyst, Genpact

Bengaluru | 1 yr 6 mos

- Provide data insight to client commercial operations through standard and ad-hoc brand performance solutions. Optimize strategy for business development by predictive analysis and finding the key business impact variables with significant information.

Multimedia Operations Analyst, Goldman Sachs

Bengaluru | 1 yr 9 mos

- Manage operations of multiple audio visual departments and business centres, review business needs and simplify requirements. Sourcing and cleaning data to analyse and validate multiple daily reports conducted on workflow of load volumes, and proactive management.

Projects



Digital Campaign ROI Evaluation: ANCOVA based statistical modeling on physician prescribing behaviour using test-control methodology.

HCP Non-Personal Program Segmentation: Physician behavioural pattern based project to provide recommendations on effective digital marketing channels for maximum engagement. Deep dive into physician behaviour using analytics to assign clusters and find the optimum test-control design.

Depth Modeling: Predictive modeling to discover the depth potential of physicians to target for commercial marketing effectively. Also, indicate if HCP has lapsed behaviour and how to correctly utilize their potential.

Integrated Promo Mix Modeling: Marketing mix model to find the VDT/contribution of personal and digital promotional channels on physician prescribing behaviour. Optimization and simulation to seek gain in marginal and average ROI.