

Ayan Banerjee

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Competencies

- **Analytical Tools**
 - Python, R, SAS
 - SQL, Tableau
 - Alteryx, Dataiku, Orange
- **Machine Learning Algorithms:**
Random Forest, Gradient Boosting, SVM, Decision Trees, Regression, Deep Learning Neural Networks, NLP, K-Means Clustering, DBScan, etc.
- **Team Development & Engagement**
- **Project Management**
- Adept at Storyboarding & Presentation
- Keen on learning new technologies
- Tactful problem handling capability, decision making & regulation.

Certifications

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

Accolades

- Star Impact Award for team engagement activities
- Above and Beyond Award for streamlining and process improvements
- High client satisfaction scores for projects delivered.
- Appreciated by colleagues for collaborative project work.

Education

Electrical and Electronics Engineering -
Reva ITM, Bengaluru



Profile Summary



Client-centric, multitask professional with **7 years** of experience possessing excellent analytical and logical skills. Presently engaged as a **Manager** in the **Data Science** team within Novartis, a leading pharma brand across the globe. Proficient in **Project Management** and led a group of analysts in the team. Well versed in a broad array of statistical and **Machine Learning** algorithms.

Professional Engagements



Manager, Novartis

Hyderabad | 3 yrs 6 mos

- Deployed advanced analytical & 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.
- Facilitated 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.
- Collaborated with GBS-GCO business in building practice across divisions by involving in initiatives like knowledge sharing, onboarding, training and owning knowledge repositories.
- Led engagements with global clients including US, Japan and Growth Markets spanning 25+ countries. Diverse client engagements leading from strategic planning to project management to technical initiatives.

Business Analyst, Genpact

Bengaluru | 1 yr 6 mos

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

Operations Analyst, Goldman Sachs

Bengaluru | 1 yr 9 mos

Data Science Projects



Digital Campaign ROI Evaluation: ANCOVA based statistical modeling to find out Rx lift on physician prescribing behaviour using test-control method.

HCP Non-Personal Program Segmentation: Physician behavioural pattern based project to provide recommendations on effective digital marketing channels. 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.