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SOUVIK MUKHERJEE

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OBJECTIVE

- Seeking a role in **Data Analytics** preferably in the domain of predictive modelling and descriptive modelling using **SAS/R**

SUMMARY

- Over **2 years** of rich and comprehensive experience in **Financial Data processing** in a US based equity research company.
- A **proactive leader** with expertise in collection of financial data from **6-k , 20-F, 40-F, 10-Q, 10-K, 8-K filling of SEC .**
- Have hands-on knowledge and experience of working on **7 analytics projects** using **statistical modelling techniques** on **SAS/R .**

ANALYTICS PROJECTS **(IVY PROFESSIONAL SCHOOL** **NOV 2015 – MAY 2016)**

- Created a model to **find out the ideal customer profile of a bank for cross-selling permanent disability insurance** policy using **Logistic Regression** on **SAS .**
Responsibilities:
 - 1) To find out the ideal customer profile by conducting **unpaired t test & chi-square test**
 - 2) Build a **logistic regression model** to find out whether the customers are likely to respond to a promotional offer or not
- Utilized **risk analytics** on historical data to **predict the probability of default (PD) of loans by customers of a bank** using **Logistic Regression** on **R .**
Responsibilities:
 - 1) Build a **logistic regression** model to find out the probability that a customer will default on a loan
- Constructed a model to **predict the academic performance of an elementary school** using **Linear Regression** on **SAS.**
Responsibilities:
 - 1) Conduct **Linear Regression** to estimate the academic performance of an elementary school based on predictor variables like class size, enrolment, poverty, parent education, student performance, teacher's credentials etc.
- Forecasted **the future passenger sales based on current sales for an airlines company** using **Time Series Forecasting** on **SAS..**
Responsibilities:
 - 1) Build an **ARIMA model** to conduct **time series forecasting**
- Performed **identification, profiling and segmentation of customer groups** of a retail company using **Factor Analysis & Cluster Analysis** on **SAS .**
Responsibilities:
 - 1) Conduct **Factor Analysis & Cluster Analysis** for identification and profiling of customer groups of a retail company based on key business parameters like price paid, sales, discounts and units sold
- Created a model to measure **marketing campaign effect of a retail company on its sales** using **Linear Regression** on **R .**
Responsibilities:
 - 1) Conduct **Linear Regression** to estimate sales of a retail company based on predictor variables like market ID , age of store , promotion etc.
- Conducted forecasting of sales of a retail company for coming 36 months using **Time Series Forecasting** on **R .**

Responsibilities:

- 1) Build an **ARIMA model and EXPONENTIAL SMOOTHING model** to conduct **time series forecasting**

AREAS OF EXPERTISE

- ☐ **Data Analytics:** Proficient in using analytical tools like **SAS, R, Advanced Excel (Dashboard, Lookup, Index & Match, Pivot Table, What-If Analysis, Solver), SQL and VBA.**
- ☐ **Statistical Modeling:** Worked on projects in predictive modeling using **Linear Regression, Logistic Regression, Time Series** and descriptive modeling using **Cluster Analysis** and **Factor Analysis.**
- ☐ **Data Collection & Processing:** Collection of financial data of **ADR , Non-ADR companies** listed on **NYSE , NASDAQ , TSE, CVE , OTCMARKET** and compilation thereof .

ORGANIZATIONAL EXPERIENCE

Sep'14 – Present :
Zacks Research Pvt. Ltd.

Highlights:

- ☐ Collected financial data of ADR and Non-ADR companies from **6-k , 20-F, 40-F , 10-Q, 10-K , 8-K filling .**
- ☐ Created **blue print in financial software** to process collected data.
- ☐ Compiled data in financial software with consideration of **stock split, currency conversion, scale change and ADR ratio.**
- ☐ Conducted **quality-checking procedure** to eliminate magnitude errors and grid summation errors.

EDUCATION

- ☐ **Certificate of Distinction** in **Data Analytics** from **Ivy Professional School, Kolkata - July, 2015 to June, 2016**
- ☐ **Master of Commerce (Accounting & Finance)** from **University of Calcutta** in 2014
- ☐ **Bachelors in Commerce (Honours)** from **University of Burdwan** in 2012

PERSONAL DETAILS

- ☐ Date of Birth : 7th May, 1992
- ☐ Interests : Playing Project IGI