

# Saikat Choudhury

Senior Associate Consultant,  
Advanced Analytics

## Profile Summary

Business Consultant with over 5 years of experience in Healthcare and Retail with technical expertise in SAS, R and Python used for transforming and modelling raw data into solution based knowledge, thereby guiding and helping businesses in their decision-making.

## Contact

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## Experience

### Eli Lilly Services India Pvt. Ltd.

Engaging with the US Marketing and Sales team to provide business insights and analytics using SAS and R by using statistical and patient journey algorithms. It involves providing predictive and descriptive analytical solutions while leading a team of four associates towards learning and development.

### Senior Associate Consultant, Advanced Analytics

Feb 2017 – Present

**Location:** Bangalore, India  
**Primary skills for the profile:**  
Project Management, SAS and R

### Novartis Healthcare Pvt. Ltd.

Part of the US Advanced Analytics team responsible for providing innovative solutions and insights upon the business using tools like SAS, Python and R. Most projects involved behavioral prediction, prescription volume prediction, campaign evaluation and segmentation. Additionally, I was part of the innovation council bringing in new technology to answer business questions.

### Senior Analyst, US Advanced Analytics

Feb 2014 – Jan 2017

**Location:** Hyderabad, India  
**Primary skills for the profile:**  
SAS, Python, Tableau and R

### Mu Sigma Business Solution Pvt. Ltd.

I was part of the Decision Science team for one of the major Pharma and Retail Clients. As an analyst, I was responsible for delivering regular Adhoc requests, Business reports and specific projects. Most of the projects involved heavy use of SAS, R, Excel, SQL and Spotfire.

### Business Analyst, Multiple Clients

Aug 2012 – Jan 2014

**Location:** Bangalore, India  
**Primary skills for the profile:**  
SAS, R, SQL, Excel and Spotfire

## Education

# 2012

NIT Allahabad  
B.Tech (Electrical Engineering)  
6.4 CGPA

# 2008

Kohima Science College, Jotsoma  
10 + 2 (HSSLC)  
75%

# 2006

MHBHSS, Kohima  
10 (HSLC)  
83.3%

## Skills

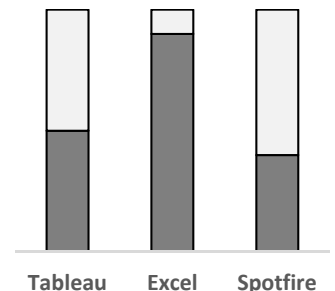
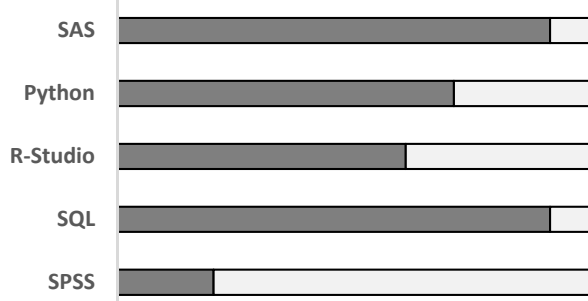
Statistical Modelling ★★★★★  
Regression models: OLS, Linear, MARS, Mixed, etc.  
Classification models: Logistic, Naïve Bayes, CHAID

Hypothesis Testing ★★★★★

Project Management ★★★★★

Data Visualization ★★★★★

Machine Learning ★★★★★  
Neural Network, Clustering, SVM etc.



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*Advanced Analytics*

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## Projects

### Eli Lilly Services India Pvt. Ltd.

#### ➤ Imputation of missed out survey responses

**Technology used: R**

- Existing similar survey questions and past survey responses were used for imputing missing survey responses
- Using multiple imputation and MICE, the missing values were statistically imputed
- The survey data with imputed data is used to model respondent's behavior
- This project was a high priority project owing to the limited budget and time constraint towards proving a non-biased profile for the respondents

### Novartis Healthcare Pvt. Ltd.

#### ➤ Predicting patient adherence towards medication

**Technology used: SAS and Python**

- Patient, Physician, Payers and Marketing efforts were used to create various independent and dummy variables
- Patient adherence or Medication possession ratio was calculated to be the dependent variable upon which the model was to be built
- SAS was used to extract and derive dependent variables; Spyder GUI of Python was used for integration, transformation and modelling
- Statistical processes starting from Linear Regularized models to Regression trees were used to model the dependent variable
- The project was a success as the solution provided the stakeholders to monitor the change in adherence with input of new monthly data

#### ➤ Sentimental analysis and word cloud generation

**Technology used: Python**

- Deidentified records from the official twitter page of a new launch brand was used for the analysis
- Words were classified into satisfactory scores for analysis output
- The language and words were also put up into a word cloud
- The use of Python enabled establishing an end-to-end tool for the stakeholders to monitor on a regular basis

#### ➤ Test-Control Design and ROI estimation

**Technology used: SAS**

- Involved working on SAS to develop a new macro which would map test targets to the best possible control targets
- Marketing mix model provided appropriate ROI under the required promotional campaign

### Mu Sigma Business Solution Pvt. Ltd.

#### ➤ Spotfire data integration dashboard for a pharmaceutical company

**Technology used: SAS and Spotfire**

- Active engagement with the client in requirement gathering
- Back-end code development in SAS utilizing memory optimized SAS processes
- Generated a dashboard for creating actionable insights from dashboard for better understanding the utilization of iPads by sales reps during call activity

#### ➤ Segment customers based on purchasing behavior for an emerging retail chain company

**Technology used: R**

- Using the basic K-Means Clustering technique, clusters were created for customers by considering factors like store/online visits, purchase value, purchase volume, customer attributes and their response to promotions.
- The analysis enabled the client to launch promotions to other customers who react the same way to past/existing promotions.