

# To read

Wednesday, November 14, 2018 11:27 AM

Remember "***Businesses start because of Enthusiasm, they flourish because of Interest, they bloom because of Determination!***"

1. How to source code for scripts in R and how it helps
2. TDSP project structure
3. Version control using github
4. Use case library to create
5. Incentive structure to create for the Advanced Analytics coaching institute in Faridabad/Gurgaon/Delhi/Noida like Alumni contribution based on help sought post completion, etc.
6. Ideation of Analytics for the nation and Backpropagation Consulting name registration in internet as well as companies in Faridabad
7. Check on what FICO, Fractal, Mu-Sigma etc are doing and how they are growing
8. Browse on the operating models being used by the firms in Indian analytics space, start ups and the needs that are scheduled to arise in near future like hosting data centres, etc
9. Check on software as a service type business models

Prepare project experience from UT and past with factors:

1. How the problem was understood
2. Significant small portions to it and techniques to apply there
3. How project was structured and solved the problem
4. Challenges - significant ones to highlight
5. List down all the projects and PoCs to exhibit understanding of the same

## Solutions to keep in mind:

1. Customer segmentation & targeting
2. Propensity modeling
3. Churn Modeling
4. Lifetime Value Estimation
5. Forecasting (demand)
6. Recommender systems
7. Modeling Response to Incentives
8. Marketing mix optimization
9. Price Optimization

## To Browse on technology and techniques:

1. Data structures
2. Algorithms
3. Time Series terms:
  1. Hold-out period
  2. In-sample performance
  3. Out-of-sample performance
4. Implementation of time series algorithms - procedural
5. Classification and regression metrics
6. Neural network basics
7. Clustering and other segmentation techniques basics
8. Tree based classification approaches
9. Dimensionality reduction
10. Text Analytics
11. Bayesian methods and statistics - see differences as well
12. Deep learning, machine learning, artificial intelligence and Statistical methods - Differences to study
13. Normalization techniques - suitable for different algorithms

# Customer Segmentation

Thursday, November 15, 2018 2:07 PM

Source: <https://labs.openviewpartners.com/customer-segmentation/#.W-0WS-gzY2w>

Expansionist perspective:

1. Identify similar to their best current customers based on -
  - a. Needs
  - b. Buying behavior (role of go-to-market strategy)

New entrant perspective:

1. Through market segmentation - value side

New Market perspective:

1. To Browse

Approaches to segmentation:

1. **Apriori segmentation:** Mostly valid as the first observable characteristics can classify easily but may not be valid always as there are wide groups sometimes in this form
2. **Needs-based segmentation:** Needs exhibited through market research - of customer needs for the same set of product features
3. **Value-based segmentation:**

# CNN

Thursday, November 15, 2018 2:53 PM

- Resembles organization of animal visual cortex
- Useful in : image and video recognition; recommender systems; image classification; medical image analysis;

# Daily Tasks

Thursday, November 22, 2018 6:16 PM

- Order online: Airpod, screen thing, baby stuff
- Income tax return - go through the deductions that are entitled and prepare documents accordingly

EPF:

0. Prepare a track of documents and see what's pending on the same
  1. Go through concepts for the finalized project structure: links under Collection Analytics and Scorecard Development
  2. Put in all the actions and checks for individual detailed activities -subset of reports framework; start putting the idea to very granular level of data aggregations
  3. Prepare scripts for the scorecard building and framework for the reports to be generated in between
  4. Read UT and RHB reports well to give similar results
  5. Prepare a one drive folder
  6. Go through the notes and documents to summarize and remove redundancies
- Feature engineering libraries in R/Python, identify potential such categorising, binning libraries that can be used

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# Pursuits: Ad hoc

Friday, November 23, 2018 11:16 AM

# EDA

Tuesday, December 18, 2018 10:16 AM

1. Optimal binning technique
2. Criteria to find correlation between categorical variables

# Self-improvement

Tuesday, December 18, 2018 10:22 AM

1. How to quickly summarize discussions ?
2. How to manage folders while they grow extensively ?
3. Technology blog subscriptions
4. Model development best practices methodology: CRISP - DM
5. Theoretical framework/strawman for various modelling techniques: Hypothesis validations; Need to develop one for EPF
6. Strawman for stages where business analyst, data engineer, data visualization is needed

# Programming languages to learn fast

Tuesday, December 18, 2018 1:19 PM

Python

Java

Scala

Monday, January 28, 2019 4:04 PM

Parthajeet Das, Senior Manager - Education.  
Vipul Kaushik, Senior Manager - Analytics Team

Hi Vipul

I am a senior consultant based in EY Kuala Lumpur primarily skilled in analytics, mostly Data Science. I learnt about your practice from a friend and am keen to know more about it, expecting an opportunity for me to contribute. Is it possible for us to connect for some time ?

Mudita from EY India called me - TEPG group

I work with EY Kuala Lumpur currently as a Manager in Data & Analytics SSL. I am looking for an opportunity where I can get to work in India, preferably Gurgaon office

# Billing Complaint - Chawla Colony

Sunday, October 6, 2019 12:24 AM

5602738407

Sunday, July 12, 2020 7:00 PM

AzureUser  
AzureUser123@