

PADMA DWIVEDI

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EXECUTIVE SUMMARY

- 7 years of Business Analytics and Consulting experience with strong expertise in statistical modeling, reporting and dashboarding, data-driven decision making, and project management in customer-centric marketing
- **3 years of team and client relationship management:** End-to-end advance analytics projects with actionable insights
- Computational skills: **R, Python, SQL, Alteryx, Tableau, MS Excel, SAS, Google Analytics**

EDUCATION

Purdue University, Krannert School of Management **West Lafayette, IN**
Master of Science, Business Analytics & Information Management **June 2022**

- Graduate Teaching Assistant – Business Analytics using R (MGMT 590)

S.N.D.T. University, Usha Mittal Institute of Technology **Mumbai, India**
Bachelor of Technology, Electronics & Communication **May 2013**

PROFESSIONAL EXPERIENCE

BEGHOU CONSULTING **Pune, India**
Business Analytics Senior Consultant **December 2020 – July 2021**

- Designed A/B testing and measurement framework to assess the impact of the pilot 'Next Best Action' program utilizing clustering algorithms to enhance sales representatives' behaviors and actions resulting in a 4% average lift in sales
- Optimized sales and marketing efforts for launching a \$1B+ drug in the dermatology therapy area by employing conjoint analysis for pricing and customer segmentation using collaborative filtering while co-leading the analytics team
- Led the recruiting team for advance analytics pod, informing, and encouraging undergraduate women to join analytics

EVERSANA (f.k.a. PROMIDIAN CONSULTING) **Pune, India**
Data Analytics Consultant **October 2019 – November 2020**

- Identified target-patient segments for cognitive behavior therapy by leveraging hypothesis tests and advanced decision-making algorithms using anonymized patient demographics resulting in a 27% higher engagement for therapy
- Ranked sphere of influence of HCPs and payers to increase brand awareness by 34% using web and social data mining

Data Analytics Senior Associate **October 2018 – September 2019**

- Created and managed website performance reports by optimizing the effective vendor selection for each marketing channel and content combination, resulting in an increased revenue per click by 11% which translates to \$130K
- Designed a lexicon generator for launching an antidepressant drug using topic modeling and NLP on 200+ policy and treatment guidelines for a pharmaceutical client which reduced the decision time by 15% for lexicon selection

ZS ASSOCIATES **Pune, India**
Business Operations Associate Consultant **July 2017 – October 2018**

- Leveraged marketing mix models to help a leading pharma client with the budget allocations for multi-channel marketing capabilities using regression & linear optimization resulting in a 2% lift, equivalent to \$560K in sales, for a mature brand
- Optimized the data processing module for increasing physician engagements with brand marketing using genetic algorithm and pathway analysis across multi-channel engagement platforms for \$1.5M+ 'Next Best Action' project

Business Operations Associate **January 2015 – June 2017**

- Structured and led a team of 9 associates to optimize the data ingestion and reporting with automated quality checks
- Led the migration of multi-channel marketing preference framework for 800K+ physicians from SAS to AWS cloud with ETL processing & modeling in Hadoop, leading to a 75% reduction in runtime for the final report with actionable insights

PROJECTS

- **Predicted ripple movement through Twitter sentiment** – Leveraged NLP, Big Query, and Google cloud platform to predict ripple price improving accuracy by 34% using sentiment and behavior analysis on live twitter streaming data
- **Classified credit card default** – Predicted default probabilities using an ensemble of neural networks and Gradient boosting algorithm on SAS Miner and achieved 1st rank among 60 teams with an AUC of 0.81 on Kaggle leaderboard

LEADERSHIP ACTIVITIES & HONORS

- **Krannert Scholar, Purdue University 2022** – Top 5% of business graduates based on grades & overall performance
- **Crossroads Classic Analytics Challenge 2022 – Winner** (\$5,000) Developed API based product to detect phishing emails using tree-based ensemble of classification algorithms like XG Boost and Neural Networks with an AUC of 0.99
- **Quest Innovation Hackathon 2018 – Runner Up** (\$500) Predicted clinical trial results using feature engineering based on Decision Tree classifier and Random Forest algorithm with an accuracy of 87% within a 24-hour hackathon