

# PRAGATI GUPTA

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## OBJECTIVE

To work for the organization to the best of my knowledge and ability from where the organization could benefit from my services and provide me with the knowledge that are professionally important to me.

## CURRENT PROFILE

Analyst(Nov'2016-Present)

Kantar Analytics, Bengaluru

## EDUCATION

Qualification	Institute	CGPA	Year of passing	Board
B.TECH	NIT Rourkela	7.32	2015	Deemed University
Senior Secondary	JawaharNavodayaVidyalaya, Chandauli	84.4%	2010	CBSE
Secondary	JawaharNavodayaVidyalaya, Chandauli	88.6%	2008	CBSE

## TECHNICAL SKILLS

- **Tools/Languages:** Microsoft Excel, SQL, R, Power BI
- **Statistical Models:** ARIMA/UCM (Time series), ANOVA (Multivariate Regression) through OLS method, Clustering, Bayesian Estimation

## EXPERIENCE

**1.Analyst(Nov'16-Present):** Applying statistical techniques on Retail, Media and Finance Data of FMCG products and consumer insight capabilities to help business make smarter, faster and predictive decisions to ensure maximum revenue.

### Projects Undertaken at Kantar Analytics Practices:

- **Global Category Forecasting Consolidation**  
Formulated and analyzed the predictive model based on Trends, seasonality and economic activity of the particular country to provide solution for the existing model with extended time period.  
**Tools used-R, MS Excel**
- **Market Mixed Modeling**  
Applying **multivariate regression** by **ordinary least square technique** on retail, finance and media data of past periods in various markets across FMCG products to solve Business pain points and propose action plan to increase revenue for a reputed FMCG client.  
**Tools used- R, MS Excel, SQL**
- **Integrated Marketing Return on Investment**  
Created multiple nodal paths of mind metrics and marketing variables by applying **Bayesian technique** to understand inter-relation between sales volume, media, price, place, promotion and mind metrics variables to streamline push and pull strategy and optimize spending for the brand to improve brand equity.

## ***2.Senior Engineer in Electrosteel Steels Limited (Jul'15 -Nov'16)***

### **Role:**

- **Manipulating, cleansing &processing** system performance data.
- **Liaising** with internal end-users and 3rd party suppliers.
- **Analyzing** raw data, drawing conclusions & developing recommendations.
- Performing daily **system checks. Data entry, data auditing, creating** data reports &**monitoring** all data for accuracy.
- **Designing, developing and implementing** new functionality.
- Worked as a SAP end user
- Worked as a coordinator in ISO QMS (9001:2015), EMS (14001:2004), OHSAS (18001:2007).

### **Analytics Methodologies used at Kantar Analytics**

- **Data Preparation and Explorative Data Analysis**  
Data extraction using **SQL**, Data cleaning using **MS Excel** and ETL process using **Tableau** and **Power BI**.  
Hypothesis building by analyzing data trends and context building.
- **Modeling Plan Development**  
Applying statistical techniques in R and SAS programming to build regression or estimation model addressing business pain points.
- **ROI and Media optimization**  
Media and Promotional ROI Estimation using model parameters and thereby tactically preparing optimal spending channel.
- **Validation**  
Appending new data after project completion to validate tenacity of the models using **MS Excel** and **SAS**.

### **PROFESSIONAL ACHIEVEMENTS**

- Forecasts and validate growth of 118 categories for 19 countries across the globe.
- **Developed** and **delivered** management **value added consulting** and **strategic** technology infrastructure for implementation and project delivery.
- **Imported, exported** and **manipulated** large data sets in multi-million-row databases under tight deadlines.
- **Collecting, collating** and carrying out **data analysis** for system support and maintenance.
- **Handling database** for predictive, preventive& breakdown maintenance schedules.
- Won "**SHABASH Award**" in ISO Certification in Electrosteel Steels Limited.

### **EXTRACURRICULAR ACHIEVEMENTS**

- Captain of Institute team of Volleyball.
- Runner up of Inter-NIT Volleyball tournament held in Surat 2011.
- Finalist in Manthan (India' largest youth movement) organized by CAG at New Delhi, India.
- Winner of Volleyball tournament in INTERNATIONAL STUDENT MEET NITRKL 2014.

### **DECLARATION**

**I hereby declare that the particulars given herein are true and correct to the best of my knowledge and belief.**

**-PRAGATI GUPTA**

