**Saikat Choudhury**

***Senior Associate Consultant,***

*Advanced Analytics*

**Profile Summary**

*Business Consultant with over 5 years of experience in providing quantitative, predictive and prescriptive analytics solution in Healthcare, BFSI and Retail domain with technical and team management expertise on delivering Data Science and Statistical solution to business.*

**Contact**



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 /in/saikscore/

<https://github.com/rxxor>

**Currently perusing for IASSC Lean Six Sigma Yellow Belt certification**

**Experience**

**Eli Lilly Services India Pvt. Ltd.**

Engaging with the US and Japan Market Research and Sales team to provide business insights and analytics using SAS and Python by using machine learning algorithms and basic quantitative analytics. It also involves working closely with the business on project management while leading a team of four associates towards learning and development.

**Novartis Healthcare Pvt. Ltd.**

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

**Mu Sigma Business Solution Pvt. Ltd.**

I was part of the Business Analytics team for one of the major Retail Giants. As an analyst, I was responsible for delivering regular Business reports and projects involving segmentation, clustering and optimization in the supply chain division of the business. Most of the projects involved heavy use of SAS, R, Excel, SQL and Tableau.

**Senior Associate Consultant, Advanced Analytics**

**Feb 2017 – Present**

**Location:** Bangalore, India

**Primary skills for the profile:**

Project Management, SAS and Python

**Senior Analyst, US Advanced Analytics**

**Feb 2014 – Jan 2017**

**Location:** Hyderabad, India

**Primary skills for the profile:**

SAS, Python, Tableau and R

**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%

**C:\Users\C248129\Desktop\FEATURED-IMAGE-XX.png Skills**

Statistical Modelling ★★★★★

Linear, Non-Linear, Logistic, Mixed, Decision Tree,

Naïve Bayes, Regularization

Text/Social Media Analytics ★★★★★

Project/Team Management ★★★★★

Data Visualization ★★★★★

Machine Learning ★★★★★

Neural Network, NLP, Clustering, etc.

**Saikat Choudhury**

***Senior Associate Consultant, Data Science***

*Advanced Analytics*

*+91-973-984-3225*

**Projects**

**Eli Lilly Services India Pvt. Ltd.**

* **Using market research data to understand customer and consumer sentiments (Segmentation)**

**Technology used: Python**

* Market research survey data is used for text mining using NLP library such as spaCy
* Word tokenization and smart visualization is used for better project delivery
* Customer segments are designed using the analysis output
* **Using Google advertisement data to recommend better advertisement placement**

**Technology used: Python**

* Market research teams collects de-identified geography level data on google advertisement of self and competitor
* Python engine was used to create a dashboard showing weekly trends on keywords used by users to view competitor and our brand information
* This information is used by the Brand team for making better contracts with Google on ad placement based on keyword search

**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
* SAS was used to extract and derive dependent variables; Spyder GUI of Python was used to integration, transformation and modelling
* Statistical processes starting from Linear Regularized models to Regression trees and Neural Networks were used to model the dependent variable
* **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
* Regression model was used to calculate the appropriate ROI under the required promotional campaign

**Mu Sigma Business Solution Pvt. Ltd.**

* **Medical review analysis and word cloud generation using NLP**

**Technology used: Python**

* Physician and Patient response to medication were captured in which is used for the analysis
* Sentence/Word Tokenization along with sentimental scores were generated for the reviews
* The language and words were also put up into a word cloud
* **Segment customers based on purchasing behavior for an emerging retail chain company**

**Technology used: R**

* Using 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 similarly in past/existing promotions.