

Sarika Kale

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SKILLS

- Python, R, SQL, STATA, SPSS, Microsoft Excel
- Statistics, Machine Learning, Data Visualisation, Time Series Analysis, Business and Marketing Analytics

EXPERIENCE

Research Analyst - Diagnostic Consulting

Mumbai, IN

NielsenIQ

2021

- Primary contact for projects from Brussels, Geneva, and Warsaw offices, and managed their workload.
- Implemented statistical analyses such as multivariate techniques, advanced regression, factor analysis, etc and reported key insights.
- Generated accurate deliverables and help optimise new product launches and their marketing strategies.

Elected Member of Faculty Council

Rotterdam, NL

Erasmus School of Economics

2018 - 2019

- Won an election for one of two available seats, over 8 other candidates, as a representative of 7490 students.
- Voted on investment proposals for government funds and headed the Student Welfare Initiative to develop data-backed welfare strategies.

Community Manager

Rotterdam, NL

Volareo

2018

- Optimised marketing strategy by tracking social media metrics.
- Drove engagement by developing and executing social media contests, creating engaging content, and moderating conversations.

Master's Business Project

Rotterdam, NL

Coolblue

2019-2020

- Quantified the impact of marketing on sales using marketing-mix models, and forecasted sales using time-series simulations.
- Optimised marketing strategy using model results by determining when and where to advertise for highest impact on sales.

EDUCATION

MSc. Data Science and Marketing Analytics (GPA 3.7)

Rotterdam, NL

Erasmus University Rotterdam

2019 - 2021

- Sentiment analysis of online reviews using neural networks and conducted competitor analysis, identified competitive advantages, and gauged perception of brands.
- Outperformed benchmark models by 5% in accuracy on benchmark datasets.

BSc. Economics and Business Economics (GPA 3.4)

Rotterdam, NL

Erasmus University Rotterdam

2016 - 2019

- Major: Urban, Port, Transport Economics, Minor: Philosophy of Science
- Quantified effects of macroeconomic & operational factors on the profitability of Indian airlines and identified the optimal business model.

ADDITIONAL

- Created Art Exhibition showcasing member art as Board Member of the Student Art's Association Rotterdam.
- Organised company visit to Booking.com - Düsseldorf for 50 students for the International Career Committee.
- Supervised company presentations at EFR Recruitment Days, which is the largest on-campus recruitment event in Europe.