

Professional Synopsis

Statistical Methodology

Multivariate Techniques

Econometric Methods

Unstructured (Text) Data Mining

Machine Learning

Infographics

Predictive Modeling

Training / Teaching

SPSS, R

Contributory Articles

- ❑ A dynamic analytics professional with extensive experience in the areas of Statistical Modeling, Business Research, Socio-Economic Analysis, Data Science & Marketing Analytics.
- ❑ A keen analyst with experience in synthesis, modeling & data analysis.
- ❑ Have extensively worked on the data analysis softwares like, SPSS, Weka, R and Excel.
- ❑ Well versed with multivariate data analytical techniques with also the ability to apply data mining techniques to business problems.
- ❑ Sound knowledge of Methodological tools like Factor Analysis, Cluster Analysis, Correspondence Analysis, Discriminant Analysis, Canonical Correlation Analysis, Regression Analysis, Structural Equation Modeling, Path Analysis, Monte Carlo Simulation & Forecasting.

- ❑ Possess interpersonal skills that have been put to good use while interfacing with management authorities for mapping requirements & rendering appropriate solutions.
- ❑ Detail oriented, efficient with strong organizational, analytical & interpersonal skills; ability to work in virtual team environment.
- ❑ Diverse verticals experience – Marketing, Life Sciences, Environmental Sciences, Behavioral Sciences, Academic Education, Sociology, Economics, Population Research

Education

- ✦ **Master of Philosophy in Multivariate Statistics** (1991) from Bangalore University.
- *Dissertation: Correspondence Analysis and its applications to Ecology.*
- ✦ **M. Sc in Statistics** (1990) from Bangalore University.
- *Project: Response of some selected stocks and its market prices in response to general economic conditions over 100 successive weeks using Factor Analysis.*
- ✦ **B. Sc in Statistics, Economics and Mathematics** (1988) from Bangalore University.

Proficiency Forte

- ✦ Conducting and managing projects related to the statistical analysis of data.
- ✦ Testing and assessing new statistical analysis methods and competitive softwares for continual improvement of business and information solutions.
- ✦ Preparing detailed documentation specifications such as analysis and research results for internal and external distribution/publication.
- ✦ Identifying and evaluating statistical models to analyze data; provide business recommendations to clients.
- ✦ Creating clear and easy to understand reports according to customer needs and/or specifications.
- ✦ Providing high quality customer and sales support; answering questions, resolving problems and consulting with internal and external customers.
- ✦ Demonstrating to internal/ external customers how analysis can be implemented to maximize business strategies
- ✦ Integrating data analysis with domain expertise to make sound strategic recommendations.

Career Highlights

Self-Employed, Bangalore

Current

As Principal Consultant – Analytics

Current Solutioning Landscape;

- ✧ Leveraging social media in healthcare.
- ✧ Sensor (electronic nose) data processing from food samples.

Xurmo Technologies Pvt. Ltd., Bangalore

2013

As Solutions Consultant & Data Scientist

Role;

- ✧ Analytics Solutioning.
- ✧ Advising and mentoring sales, product development and core research teams.
- ✧ Marketing assets to support go-to-market plan – website content, application notes, product brochures, white papers, etc.
- ✧ Pricing Strategies.

Projects (Sample);

- ✧ Stock price prediction using objective and sentiment attributes (www.finstinct.com/).
- ✧ Developing brand perception indices using social media.
- ✧ Can political messaging help win elections.
- ✧ Customers churn prediction for a Japanese insurance company.
- ✧ Insurance agents churn prediction for an Indian insurance company.
- ✧ Online learning outcome analytics.

Self-Employed, Bangalore

2010 - 2012

As Statistical Consultant [Autumn Advertising, GlasOnion Digital & Emmatics]

Role;

- ✧ Business research & analysis.
- ✧ Social media monitoring & analytics.
- ✧ HR Analytics.
- ✧ Text mining.

Projects (Sample);

- ✧ Brand sentiment analysis using NLP
- ✧ Shortening the product development cycle using social media analytics
- ✧ Job satisfaction among different personality types: A case in workforce management
- ✧ Uncovering inconsistent patterns in insurance claims processing using text mining

IBM India Pvt. Ltd., Bangalore

2010

As Business Unit Advisor – Strategy & Sales Transformation

Role;

- ✧ Sales analytics program management [Market Alignment, Territory Optimization and Quota Deployment].

As Manager - Product Management [SYSTAT, SIGMAPLOT, SIGMASTAT, MYSTAT, ETC.]

Role;

- ✧ Product Solutioning [Life Sciences, Behavioral Sciences, Environmental Sciences, Medical Research, Engineering & Academic Education].
- ✧ Marketing analytics - Market segmentation, Customer profiling, Customer preference, etc.
- ✧ Competitive intelligence - Deriving insights with data of competitor activities such as product features, launches, publications and promotion.
- ✧ Business intelligence - Realizing data patterns on the macro and micro activities involving product markets, competitors, customers, direct sales offices, channel partners, technical support, call centre, core research team and scientific advisory board.
- ✧ Teaching statistical methodology & product training for internal and external customers
- ✧ Customer satisfaction surveys.
- ✧ Information resources management.
- ✧ Product expertise and product positioning.
- ✧ Industry representation and thought leadership.
- ✧ Product development liaison.
- ✧ Scientific citation analysis.
- ✧ Marketing assets to support go-to-market plan - website content, application notes, product brochures, white papers, etc.
- ✧ Product pricing strategies.

As Business Analyst

Role;

- ✧ Synthesis, modeling and analysis of data using predictive modeling, machine learning and data mining softwares.
- ✧ Involved in performing requirement analysis.
- ✧ Assisting marketing group to develop marketing collaterals and positioning strategies for solution area.
- ✧ Market analysis.
- ✧ Subject Matter Expert - Statistical Methodology.

Projects (Sample);

- ✧ Pilferage analysis (fraud detection) for a state road transport corporation.
- ✧ Premium customer targeting using classification methods for a private bank.

As Member of the Technical Staff

Role;

- ✧ Synthesis, modeling and analysis of data using spreadsheet, statistical and econometric softwares.
- ✧ Assist social scientists in using appropriate and creative methodology to design and manage a research project that involved the use of quantitative and/or qualitative methods and comprised both pilot and development work.
- ✧ Prepared charts and tables for analysis and presentations.
- ✧ Prepared technical analysis report for project, publication, etc.
- ✧ Compiled, updated and analyzed regular releases of data from secondary sources and assisted the team in conducting research.
- ✧ Automation of appropriate command syntax of analytical softwares for common analysis functions.
- ✧ Literature - search, review, summarize & submit information on areas related to project from secondary sources.

- ✧ Teaching and product training for Ph.D. scholars in social sciences.
- ✧ Coordinating courses, seminars and workshops.
- ✧ Technical support for and mentoring of data collection project coordinators and supervisors.
- ✧ Monitoring and tracking of data collection execution relative to schedules.
- ✧ Quantitative analysis of content.

Projects (Sample);

- ✧ An economic analysis of introduction of alternative fare collection system in Bangalore Metropolitan Transport Corporation (Feasibility survey of smart card)
- ✧ Study of turnover tax and entry tax in Karnataka
- ✧ Regional imbalances in Karnataka
- ✧ Classification of taluks in Karnataka using socio-economic data
- ✧ Budgetary Subsidies in Karnataka: An economic analysis
- ✧ Inter-state disparities of commercial banks in India
- ✧ Industrial development in India: Policy and performance with special reference to four south Indian states
- ✧ Infrastructure development in Karnataka
- ✧ Sales Tax Forecasting of Karnataka Government
- ✧ Forecasting of Revenue Resources of Karnataka Government
- ✧ Karnataka Government expenditure analysis
- ✧ Measures of Regional Disparities: An Exercise in Multivariate Data Analytical Methods
- ✧ Concurrent evaluation of Integrated Rural Development Programme - Fifth round in Karnataka
- ✧ Concurrent evaluation of Jawahar Rozgar Yojana in Bangalore urban district

MICDEEP Market Research, Bangalore

1994 – 1996

As Data Analyst

Role;

- ✧ Extracting, cleaning, transforming and validating data from databases.
- ✧ Synthesis, modeling and analysis of data using statistical softwares.
- ✧ Prepared charts and tables for analysis and presentations.

Projects (Sample);

- ✧ Market research study for introducing a new two-wheeler
- ✧ Effect of advertisement on ice cream sales
- ✧ Key drivers of skincare brand equity

Applied Population Research Trust, Bangalore

1992 – 1993

As Research Associate

Role;

- ✧ Assist staff in designing questionnaires for surveys.
- ✧ Assist staff in writing code and analyzing data in statistical packages.
- ✧ Assist staff clients in the design, execution and evaluation of research projects, including literature reviews, surveys, focus groups, data integration and analysis.
- ✧ Produce written, tabular and visual materials for research reports and presentations.

Projects (Sample);

- ✧ National Family Health Survey
- ✧ District Level Reproductive and Child Health Survey
- ✧ Socio-Economic Differentials in Age at Marriage

Statistical / Data Mining / Machine Learning proficiency

- ✧ Factor Analysis, Cluster Analysis, Linear & Logistic Regression Analysis
- ✧ Discriminant Analysis, Latent Class Analysis, Multilevel Modeling
- ✧ Path Analysis, Event History Analysis, Multidimensional Scaling, Conjoint Analysis
- ✧ Correspondence Analysis, Monte Carlo Simulation, Time Series Analysis & Forecasting
- ✧ k-NN, Naive Bayes, CART, Neural Nets, Association Rules, Structural Equation Modeling

IT Skill Set

- ✧ Operating System: Windows
- ✧ Statistical Packages: SPSS, SYSTAT, SigmaSTAT, Minitab, Stata
- ✧ Statistical Computing: R
- ✧ Econometric Packages: Limdep, EViews
- ✧ Probabilistic Risk Analysis & Simulation Packages: @Risk, Crystal Ball
- ✧ Social Media Monitoring: Alterian SM2, Brandwatch
- ✧ Qualitative (Content) Analysis Packages: CATPAC, WORDER, HAMLET, QDAMiner
- ✧ Technical Graphing: SigmaPLOT
- ✧ Data Mining Packages: Weka, XLMiner, VisMiner
- ✧ Data Visualization Packages: Data Desk, GGobi
- ✧ Scientific Computing: Basic knowledge of Matlab & Python
- ✧ Machine Learning / Big Data: Turf AI, LightSIDE, Datameer
- ✧ Others: MS Office

Contributory Articles (Sample)

- ✧ Augmenting analytical power - How pharmaceutical firms can get more out of drug trials. (Published in: World Pharmaceutical Frontiers 2003, p. 159, London, UK)
- ✧ Beyond Quality Control - Using design of experiments methodology means increased efficiency and improved product quality (Published in: Desktop Engineering Magazine's, Elements of Analysis, June 2004, pp. 22 - 25, Peterborough, NH, USA) |
- ✧ Material analysis using IT (Published in: Industry 2.0, September 2004, pp. 38-39, Mumbai, India)

Management Development Programs Attended

- ✧ Personal Effectiveness Program on Self Excellence and Communication Skills
- ✧ SEEK SELF module on self-development
 - Myers-Briggs Type Indicator (MBTI®) Personality Instrument
- ✧ Basic Supervision Skills
 - DiSC® - Personality behavioural assessment instrument (Personal Profile System®)
- ✧ Coaching & Team Building
 - DiSC® - Managing Performance Action Planner (Increasing Effectiveness in Performance Coaching)

Personal Details

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Date of Birth : February 26, 1967
Marital Status : Married with one child

Professional Affiliation

- ✧ Indian Statistical Association

Other Interests

Reading, Writing, Traveling, Listening to music