SUBHAJIT DAS

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PROFILE SUMMARY

Wiley Certified Data Scientist (CZN-CDS-KOL-280119002) **with an over four years of experience in analysis, design, development of predictive analytical models with an expertise in R, Python and SQL. Deep understanding of technology with a demonstrated ability to deliver valuable insights via analytics and advanced machine learning algorithms.**

ACADEMIC CREDENTIALS

- **Master of Science - MS, Data Science I CGPA 3.63/ 4** Year- 2020
  Liverpool John Moores University, UK
- **Post Graduate Diploma, Data Science I CGPA 3.52/ 4** Year- 2018
  IIIT, Bangalore
- **B. Tech, Electronics and Communication Engineering I CGPA 7.78/10** Year- 2014
  Kalyani Government Engineering College |West Bengal University of Technology, Kolkata

WORK EXPERIENCE

Current Organization: ***Cognizant***, Associate Data Scientist, Kolkata
June 2018 – Present

- Analysed the **Hospital Care Professional (HCP)** behaviours through **Key Driving Factors (linear regression)** with respect to **actual sales** of a drug. **Increased growth on selling drug revenue by leveraging HCP's acquisitions and improved physician marketing strategies** through **Segmenting** them according to **their drug Prescribing pattern** using **K-Means clustering algorithm** and Developed a **propensity score** using **advanced machine learning algorithm (Logistic Regression, XGBoost)** for each HCP's which will **devise a successful go to market strategy and to maximize ROI of each SFE rep's call.**
- SAS to R migration of different protocols like **'Logit-Log'** is a calculation method for quantification of antigenic mass by Elisa, based on **logit log transformation and linear regression** and Visualize those using **R Shiny.**
- Underlying reasons behind patient absenteeism to visit HCP or clinic and **strategize** to improve the conversions rate. It is analysed through ***'Compellon Causality Engine'*** (**Hackathon Winner**).

Previous Organization: ***Jardine Lloyd Thomson***, Analytics Consultant, Mumbai
July 2017 - May 2018

- **Developed and implemented a marketing strategy to optimize the marketing cost and achieve 80% of total responders** at the **minimum possible cost** for the selling of an **Investment product** for a UK based multinational bank and target the one's, most likely to respond in the next telemarketing campaign using **advanced analytical predictive models**.
- Developed an **attrition analytics framework** that uses a predictive model to generate a score for each employee of leaving the organization using **Logistic Regression & Random Forest** and came up with top 3 reasons for Employee attrition to **design an Early Warning System framework.**
- Built a model using **Support Vector Machine** to identify the **handwritten digits** between 0 to 9 written in an image. (POC)

Previous Organization: ***Accenture***, Application Development Analyst, Mumbai
April 2015 - July 2017

- **Forecasted the sales and the demand** of an online store for its top two most profitable and consistent segment for the next six months, using **auto ARIMA** and **consulted** the strategy to manage the revenue and inventory accordingly**.**
- Evaluate a predictive model **to identify the customers who are at the risk of cancelling** their membership of a premium club boasts a large customer base, developed using supervised **classification machine learning** algorithms.
- Build the **portfolio of risk assessment** with an **exploratory data analysis** to find the key driving factors behind loan default and analysed the correlation between different variables using **Heatmap** and created dashboard using **Tableau**.

KEY SKILLS

- **Machine Learning Modelling** Techniques
- **Visualization**: Seaborn,Ggplot2,Tableau,RShiny
- **Statistics & Hypothesis Testing**
- **Analytics Languages**: R, Python, SQL, SparkR, PySpark
- **Databases:** SQL Server 2008, MySQL
- **DevOps**- Jenkins, AWS, GitHub, Amazon S3, EMR Cluster

ACCOLADES

- School level success in All India Mathematics Olympiad, National Talent Search Competition, National Science Olympiad.