

Meghna Rathi

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Analytics professional with ~2 years of experience in institutionalizing data driven decision making across Marketing Strategy & Commercial Operations teams, with proven competency in project management and client communication

Work Experience

DECISION SCIENTIST | MU SIGMA BUSINESS SOLUTIONS PVT. LTD.

ROI Analytics – Market Mix Modeling

- Quantified the impact of several marketing and promotional channels on sales of high performance drugs for a global pharmaceutical client
- Designed future spending scenarios by optimizing budget allocation and national level investments across channels and regions using mixed models
- Implemented Marketing Mix models across 5 must win markets, working alongside marketing and strategy team to optimize ROI from multiple marketing channels

Market Size Forecasting & Product Opportunity Calculation

- Predicted the market size of NPD drug for a leading pharmaceutical client by deploying a forecasting model
- Measured the product opportunity for a new drug in the consumer healthcare sector, using learnings from analogous products and market research and using linear regression to quantify effects of variables
- Simulated product opportunity calculation using a scenario planner – providing customizable input options/scenarios, customized to the data and business problem in hand

Test Control – Lift Analysis

- Performed test-and-control analysis for a pharmaceutical client to measure campaign effectiveness for high-performance drugs
- Used test-control matching algorithms and lift measurement techniques to identify true impact of promotional campaigns and their effectiveness for various market-product combinations

Exploratory Data Analysis – Automation Tool

- Developed an automated tool in R Shiny to perform exploratory data analysis (EDA) and bivariate statistical testing using dynamic selections from the user to provide interactive visualizations

Skills

Mathematical

- Mixed Models
- Linear Regression
- Time Series Modeling/Forecasting
- Analytical Data Set Preparation

Technical

- R & R Shiny
- MS Excel & VBA
- SQL
- Python

Education

B.E. COMPUTER SCIENCE EDUCATION | S.G.S.I.T.S (INDORE)

CGPA 7.6/10

Additional Activities

ACTIVE MEMBER | TOASTMASTERS INTERNATIONAL

- Member of Toastmasters, an international organization aimed at developing public speaking and leadership skills, since 2017
- Served as club officer as the Vice-President Membership across one term

Hobbies

- Hand Lettering
- Arts & Craft
- Reading