**ASTAJYOTI BEHERA**

# Business Analyst, Evalueserve Pvt. Ltd.

Gurgaon, Haryana

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## PROFESSIONAL SUMMARY

* Good exposure in business process modeling and developing statistical models using machine learning algorithms.
* Developed different statistical models for **Regression**, **Classification**, **Segmentation** and **Forecasting** problems.
* Good exposure in developing dashboards using **Tableau**.
* Proficient in working with **R, Tableau, SQL and Excel.**
* Developed a good understanding of **Pharmacy, Retail and Consumer Health Care industry** by working on different projects and assisting business leads in their various business needs
* With a total Experience of more than **2 years** in **analytics** domain, worked on projects including **Clustering, Prediction, Classification, Forecasting, Sentiment Analysis, Data Management** and various **Sales reporting**.
* Independently able to handle client with **end to end solutions** starting from requirement gathering to delivering the quality solution with optimal resource utilization.
* Proficient in designing the process flow for collecting information, managing it in a centralized location and perform different analysis on it.

## TECHNICAL PROFICIENCY

» Expertise in **R** to use different **Machine Learning algorithms** and automation

» Expertise in **Tableau** for reporting

» Good knowledge of **SQL Server 2008** for processing & extracting data

» Proficient in **MS Excel,** its advanced features related to statistics, pivots and slicers.

## ACADEMIC QUALIFICATIONS & CERTIFICATION

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| --- | --- | --- | --- |
| **Degree** | **Institute** | **CGPA/Percentage** | **Year of Passing** |
| M.E. Manufacturing System Eng. | BITS, Pilani | 9.44 | 2016 |
| B.Tech. Mechanical Eng. | Vel Tech University, Chennai | 9.65 | 2013 |
| C.H.S.E. (XII) | U.N. College Soro, Odisha | 80% | 2009 |
| H.S.E. (X) | M.P.C. High School, Odisha | 81% | 2007 |

**WORK EXPERIENCE**

» **Two years** of experience in analytics in **Pharmacy, Retail and Consumer Health Care industry.**

» Three months of onsite experience in Europe

» Having experience in project management and consultant role

**Business Analyst, Evalueserve Pvt. Ltd. Gurgaon July 2016 –Till date**

## Segmentation Analysis on Patient data:

» The objective was to understand the patient behavior so to have a enriched patient profile by having intelligent KPIs to gain insight on patient profiles

» The idea is to determine the important KPIs by performing **Factor Analysis** and clustering them into different groups using **K-means clustering method**

» Different groups are then segmented using the demographic data of the patients

## Forecasting of Pharma Sales data:

» Developed a tool for forecasting the pharma sales data using different time series analysis techniques

» Used **Moving Average**, **Exponential Smoothing**, **Holtwinters**, **ets** and **ARIMA** methods for determining the forecasted value

» Developed the tool in **R** using the packages forecast and PROPHET

## Social Media Analytics on different drugs:

» Performed **Sentiment Analysis** on different drugs and therapeutic areas to measure how positive or negative a person feels about the drugs

» Used the data from Twitter, Facebook and different blogs to extract the data and the subjective information to process it using **Text Mining** algorithms

## Product Grouping Automation:

» Developed a **text classification** models using **Naïve Bayes algorithm** for automating the product categorization process

» This helps the stake holder to maintain more customizable groups in their products with the help of less resources

» Developed the model in **R** using the package H2O

## Data Management and Sales Reporting:

» Assisting Global Business Unit with data management needs using MS SQL based platform as database server for

**streamlining and simplifying** the data historization and harmonization process

» Developed a **Master Sales reporting tool** using **Tableau** to showcase all the relevant KPIs covering all the markets and their respective products

» This dashboard is being used globally for almost all the Sales based queries with real time data availability

## ACADEMIC DISTINCTIONS & ACHIEVEMENTS

» Have received the top performer and best team award in Evalueserve Pvt. Ltd.

» University gold medalist during bachelors in engineering

» Got scholarship consecutively for all semester during bachelors in engineering

» Have achieved top rating throughout the career

# Personal Information

Present Address : C/1954, Second Floor, Sushant Lok - 1, Gurugram, Haryana - 122002 Date of Birth : 20th June 1992 Father’s Name : Mr. Prasanta Behera Nationality : Indian Languages : English, Hindi and Oriya

Reason for change : Quench for learning and further career growth, new roles and responsibilities