Sunil Kumar



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Work Experience

**Associate | Cognizant Technology Solutions | Aug 2015 to Present**

* ***Gaps in Medical Coding***
  + Developing a Machine Learning algorithm to predict the likelihood of a Hierarchical Condition Category (HCC) based on existing and missing diagnosis codes
  + Performed uni-variate and bivariate data exploration to develop variables required for developing the model.
  + Performed data cleaning and pre processing to get the inputs for the data modeling phase.
  + **Tools Used:** R, MS Excel
* ***Market Mix Modeling***
  + Led a team of 5 for analysis of channel promotion targeting incentive optimization for a pharmaceutical client
  + Determine ROI of historical promotions for various promotional channels using Regression and Test Group- Control Group methodology. This also includes segmenting physicians based on Specialty and their prescription behaviour.
  + Generated ROI curves for different marketing channels.
  + Forecasted Revenue based on different spend allocation across promotional channels to enable Client to make informed decision. Provide optimal budget allocation scenarios for all channels for different brands using Greedy Algorithm.
  + **Tools Used:** R, MS Excel and VBA
* ***Incentive Compensation Analytics*** for a leading Pharmaceutical Manufacturer
  + Led offshore delivery team of 4 people for monthly time bound reports successfully
  + Mentored and facilitated Knowledge transfer sessions for 5 new team members
  + Sales Crediting of data through Structured Query Language to migrate data from client`s database
  + Performed Impact Analysis across two Data Vendors to determine accuracy of data at Territory, District and Region level; Resulted in finalizing best data vendor for future requirements
  + Automated a MS Excel manual report generation into a one click SQL oriented job
  + Strategized dashboard designing for better business impact generation and appealing visuals to the end users with the help of MS Excel and embedded VBA scripts
  + **Tools Used:** MS SQL, MS Excel & VBA

Skills

* Technical: MS Excel, SQL, R, MS Power Point and elementary knowledge of tools like SAS, Python, etc.

Education

**MBA in Business Economics | 2015 | Delhi University**

* Majors: Quantitative Techniques in Business, Marketing

**Bachelor of Technology | 2012 | GTBIT, GGSIP University**

* Major: Electrical and Electronics Engineering

**HSC, XII, Science | 2008 | CBSE**

**SSC, X | 2006 | CBSE**

Internships

**Associate Producer - Research | Iamwire.com | May 2014 to July 2014**

* Conducted a holistic secondary research on E-commerce strategic model - technology, supply chain, marketing, and customer experience to Omni-channel retailing.
* Prepared an overall report covering the recommendations and suggestions for an E-commerce company
* Authored thoroughly researched articles for the publishing platform on Native advertising and Rakuten’s entry strategy in India in 2014.

Projects and Papers

* Carried out a Primary Market Research and employed factor analysis to Identify the components to evaluate the quality of E-commerce Logistics service (2015)
* Investigated the causality between Money Supply and Wholesale Price Index (WPI) using time series data (2014)