



# Biplob Gon

## Associate Data Scientist

A business-critical data scientist with 2.5+ years of experience, bolstered by a Master's degree in Statistics. Proficient in the design, development, and deployment of cloud-based, data-driven AI solutions across the e-commerce domain. Expertise in Marketing Mix Modeling (MMM) & cutting-edge NLP techniques such as Sentiment Analysis & Text Summary. Proven track record of collaborative problem-solving and continuous technical development.



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## TECH STACK

Python (Pandas, NumPy, Statsmodels, Scikit-learn, SciPy)

SQL (Spark SQL, DBeaver)

Visualization (Matplotlib, Seaborn, Plotly, Tableau, Adobe Analytics, Powerpoint)

NLP & Gen AI (NLTK, TextBlob, WordCloud, Transformers, BERT)

Big Data Architecture (PySpark, Hadoop)

AWS Architecture (S3, EMR)

Project Management (Jira, Confluence, Bitbucket, Advanced Excel)

## LANGUAGES

English  
Full Professional Proficiency

Bengali  
Full Professional Proficiency

Hindi  
Full Professional Proficiency

## WORK EXPERIENCE

### Associate Data Scientist Purchasing Power

01/2023 - Present

Chennai (Hybrid), IN

Achievements/Tasks

#### Marketing Mix Modeling (MMM)

- Leading Market Mix Modeling project to help the leadership team understand : "How marketing and non-marketing tactics are driving organization's net demand?"
- Optimizing PPC marketing budgets leveraging AI-based quadratic programming, generating over \$750k dollar overall opportunity in 2023.
- Successfully executed implementation of Phase-I of in-house MMM in production. Currently leading phase-II of MMM incorporating multi-channel hierarchy.

#### Client Value Proposition Model

- Spearheaded the creation of the Client Value Proposition Model, addressing the key business question: "What are the compelling value propositions for winning clients?"
- Conducted sentiment analysis on internal customer data and external survey feedback using cutting-edge NLP techniques & pre-trained LLMs (Large Language Models).

### Statistical Analyst Ipsos Research Pvt Ltd

07/2017 - 07/2018

Bengaluru (WFO), India

Achievements/Tasks

- Former member of MMA - Modelling team. Developed and implemented Market Mix Modeling (MMM) and Multi Touch Attribution (MTA) strategies for clients across CPG, FMCG and Retail domains.
- Promoted to account manager within 4 months of joining for several individual and team projects.
- Received Star Performer award (for Q4 2017) for outstanding performance.

## EDUCATION

### MSc. in Statistics Dept. of Statistics, University of Calcutta

2015 - 2017

Kolkata, IN

### BSc. (Hons.) in Statistics RK Mission Residential College (Autonomous), Narendrapur

2012 - 2015

Kolkata, IN

## ACHIEVEMENTS

Received - DST INSPIRE Scholarship Award, by Ministry of Science & Technology, Govt. of India (2012 - 2017) for being among top 1% of students at HSC examination.