Abhipsha Hota
Mob: +91 ********
Email: *******@gmail.com**
Bangalore, India

Objective:
Intend to build a career with leading corporate of hi-tech environment with committed & dedicated people, which will help me to explore myself fully and realize my potential to become a successful professional in the field of market research and to work in an innovative and competitive world.

Areas of Expertise:

- ✓ Analyze large datasets to provide strategic direction to the company using Python, Advance Excel
- ✓ Develop statistical models like Time series analysis, simple linear regression models to forecast sales cycles.
- ✓ Utilize Python to analyze large amounts of data to discover trends and patterns.
- ✓ Develop internal tools for recurring projects by using Python and Advance Excel to be able to start and deploy the projects without any manual intervention.
- ✓ Capable of turning dry analysis into an exciting story by using Visualization tools like Tibco Spotfire, Tableau that influences the direction of the business and communicating with diverse teams to take a project from start to finish.
- ✓ Formulating machine learning/statistical approaches while paying attention to business metrics, designing features from the rich data available from many sources, training, evaluating, and deploying models;
- ✓ Perform text analytics by using Word cloud to give greater prominence to words that appear more frequently in the source text to give a natural language summary
- ✓ Perform Sentiment analysis for clients to determine whether the customer's attitude towards a particular brand, product, etc. is positive, negative, or neutral.
- ✓ Provide insights in a usable format to support management decisions and drive efficiencies.
- ✓ Proficient quantitative researcher with strong analytic skills. Experience at analyzing and manipulating data from primary, secondary and syndicated datasets: Skilled in Excel, PPT and SQL.
- ✓ Professional Communication – Confident and articulate when presenting findings, feedback and actionable recommendations. Can simplify complex analyses for a wider audience.

Work Experience:
Currently working in **NIELSEN** as a **Lead Data Scientist** with nearly 7 years of overall industry experience.

Education:
MBA (Marketing & Finance) from IBS, Pune (2007-09)
B.Com (Accounts), G M College, Orissa University (2005)

Technical Expertise:
- ✓ Database: Microsoft Excel, Microsoft SQL Server
- ✓ Language: Python,SQL
- ✓ Visualization Tool: Tibco Spotfire, Tableau

PROFESSIONAL EXPERIENCE.

Nielsen (Senior Executive, Data Science)(June 2015 to Till date)

- ✓ Communicating with clients to understand and document the business objectives
- ✓ Translate business objectives into analytic approaches, and identify data sources to support analysis
- ✓ Analyze and model structured data using advanced statistical methods
- ✓ Perform exploratory data analyses, prepare and analyses historical data and identify patterns

- ✓ Working on Big data using Python which examines large amounts of data to uncover hidden patterns, correlations and other insights.
- ✓ Designing or assisting in the development of questionnaires and moderator guides to ensure the necessary data is captured
- ✓ Perform data analysis using statistical methods (with a representative sample data slice)
- ✓ Making presentations and dashboards answering questions and instilling confidence with actionable recommendations
- ✓ Universal Estimation and Sample design using various statistical models like simple random sampling.
- ✓ Preparing Net sample compliance to understand the gap between Actual and Optimal sample size and provide solutions on how to match the gap.
- ✓ Perform Forecasting using various statistical methods to predict future values based on previously observed values.
- ✓ Leading a team of 4 which is responsible for an entire cluster's business requirement.

TATA Consultancy Services
Senior Business Analyst (Retails Industry) (July 2012-May 2015)

- ✓ Working as a part of Unilever team.
- ✓ Work collaboratively with business and technical teams to effectively connect the data points and provide data insights.
- ✓ Provide analytical solutions to global client towards enhancing their market position, evaluating their product performances, suggesting new opportunities in the market and tracking performance of new launches.
- ✓ Perform text analytics to understand customer sentiments, which ultimately helps to design products and promotional activities.
- ✓ Analyze large volumes of data to gain Insight and identify opportunities for improvement.
- ✓ Communicate findings and recommendations to all stakeholders

TATA Consultancy Services
Social Media Analyst (March 2011-July 2012)

- ✓ Working as a part of **NM Incite (a Nielsen McKinsey company)** team.
- ✓ Monitor and Analyze social media content to identify relevant pressing issues, threats and opportunities, and developing concise reports to inform stakeholders.
- ✓ Generate comprehensive standard reports / dashboards that visually represent KPIs and inform the stakeholders about potential areas of successes / failures.
- ✓ Engaging with onshore counterpart to understand, develop, extend and clearly define their business problems and business requirements.
- ✓ Support client's needs in a timely and efficient manner demonstrating a sense of urgency, tenacity, and commitment to quality and excellence.
- ✓ Drive client satisfaction by providing insights and actionable recommendations during presentations or business reviews and also by providing value-added analyses and response to special requests.
- ✓ Gather financial, industry-specific market and business information, using internal and external research resources such as industry journals, analyst reports as well as information databases.
- ✓ Manage online brand-tracking and Internet threat-tracking projects for Fortune 100 companies and brands, as well as rapid-response data requests for sales, executive, consulting teams and clients.