
EDUCATION:

Fox School of Business, Temple University (TU)

Ph.D. in Business Administration, Management Information Systems

August 2016-Present

- Working as a research assistant on multiple research initiatives.

Indian School of Business (ISB)

Post-Graduate Programme in Management (Major: Marketing and Strategy)

April 2014-April 2015

- **Won CK Prahalad Case competition at Ross School of Business, Michigan.**
 - Created unique revenue generation strategy by tapping into export markets of war struck & land mined countries.
- **ELP for e-commerce giant to improve user experience with regards to Pickup Option.**
 - Increased operational efficiency by automating delivery & payment process, thus reducing customer wait time.
- Ranked among **top 3 out of 120 teams** at the **IRF Retail Bplan competition** held in **Mumbai**.
- Worked on a project to **forecast India's GDP** for the year **2015** based on previous 10 years GDP data (from World Bank database).
 - Used time series modelling to forecast the GDP (using R) and ARIMA models to look at auto-correlation that may exist in data.
- Worked on a project to **predict the salaries for UK job Ads** posted on Adzuna helping job seekers monetize the market worth of different job positions.
 - Used multiple modelling techniques coupled with text mining to get predicted salary accuracy upto $\pm 10\%$ of the actual.

Institute of Engineering and Management (IEM)

Bachelor of Technology (Computer Science Engineering)

June 2004-August 2008

- **Won first prize among 24 participants** at Intercollege Robotics Competition for designing a 3 pound Combat Robot.
- Achieved distinction in: Data Structures and Algorithms, Operating System and Computer Networks.

RESEARCH PUBLICATIONS: **

- Mukherjee, D.; Chattopadhyay, T. ; Bhattacharya, S. ; Ghose, A. ; Misra, P. (2011) "**An architecture for real time television audience measurement**", Computers & Informatics (ISCI), 2011, IEEE Symposium.
([link:http://ieeexplore.ieee.org/xpl/login.jsp?tp=&arnumber=5958986&url=http%3A%2F%2Fieeexplore.ieee.org%2Fxppls%2Fabs_all.jsp%3Farnumber%3D5958986](http://ieeexplore.ieee.org/xpl/login.jsp?tp=&arnumber=5958986&url=http%3A%2F%2Fieeexplore.ieee.org%2Fxppls%2Fabs_all.jsp%3Farnumber%3D5958986))
- Mukherjee, D.; Banerjee, S.; Bhattacharya, S.; Misra, P.; (2011) "**A context-aware recommendation system considering both user preferences and learned behavior**", Information Technology in Asia (CITA), 2011, 7th International Conference.
([link:http://ieeexplore.ieee.org/xpl/login.jsp?tp=&arnumber=5999514&url=http%3A%2F%2Fieeexplore.ieee.org%2Fxppls%2Fabs_all.jsp%3Farnumber%3D5999514](http://ieeexplore.ieee.org/xpl/login.jsp?tp=&arnumber=5999514&url=http%3A%2F%2Fieeexplore.ieee.org%2Fxppls%2Fabs_all.jsp%3Farnumber%3D5999514))

** Carried out during my tenure in TCS Innovation Labs as Research Analyst

EXPERIENCE:

Barclays Technology Centre, India

AVP, Data Science & Strategy

June 2015 – July 2016

- **Spearheading Collections project**; the project entails **analyzing of delinquent Bank customer data to optimize communication channels** to contact the customers for **repayment**.
 - Calculating least cost path to contact customers with the highest probability of repayment.
 - Breaking the customer base into demographic/risk segments and designing optimum path for each.
 - Analyzing the effect of interaction of multiple contact channels to find its effect on customer behavior.

- Working on **sentiment analysis of twitter feeds** (about Barclays Bank) to classify them into three buckets: positive/negative/neutral and generating real time reports for the business to take prompt decisions.
- Working on **Market Channel Optimization** which tries to predict which **marketing campaign** is giving the **best ROI** and hence align the marketing strategy accordingly (still in ideation stage).

Tata Consultancy Services

Research Analyst (TCS Innovation Labs)

December 2008 – April 2014

- Led **TRP (TV Rating Point) Analytics** project for a big Market Research firm to **build a real time solution** to the **problem of delay** while disseminating data to media houses like Sony etc.
 - Earned **1 patent** and coauthored a **paper** published at **ISCI Malaysia** (2011).
 - Developed and integrated the entire TRP solution with client's system bringing down delay from weekly reports to real time/near real time (with latency of just 5 seconds).
 - **TRP** project helped TCS win a **USD 40 million** contract.
- **Developed** a novel product (**Context-Aware Movie Recommendation system**) which **intelligently identifies users' present context** before making recommendations.
 - Earned **1 patent** and coauthored a **paper** published at **CITA Malaysia** (2011).
 - Integrated data from user's past movie watching preferences with IMDB movie database to form user corpus.
 - Explored multiple algorithms(Cosine similarity, Euclidean distance) to improve recommendation **accuracy to 89% from 70%**.
 - Integration with **HIP**, TCS's in-house set top box. Added functionality helped revenue generation **USD 10 million**.
- Designed and implemented RFID enabled Vehicle Tracking System at Magarpatta Cyber city Pune.

RESEARCH INTERESTS AND SKILLS:

- IT strategy, outsourcing, business analytics, e-commerce and recommendation systems..
- Certified and expert in R, Tableau, Hive and SQL.
- Advanced usage of Excel and PowerPoint for presentation and visualization purposes.

AWARDS AND RECOGNITION:

- Have **2 patents** and **2 international publications** from my research endeavor.
- **Best Team Award** for my team's contribution in helping TCS win a **USD 40 million** contract.
- **Special Initiative Award** (given to 5 employees/region) for leading the crisis resolution team for a big insurance client.
- Given certificate of Appreciation (CIG) by TCS due to contribution towards creation of intellectual property.