Sumayea Nargis
Data Analyst

Targeting assignments in **Business Analysis/ Data Analysis with a leading organization** in **IT and Market Research industries** with a proven track record of delivering consistent business results through excellent leadership and application of sound management practice

Location Preference: Kolkata   **LinkedIn**: linkedin.com/in/sumayea-nargis-ba7211138

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Core Competencies

- Business Analysis
- Data Analysis
- Market Mix Modelling
- ROI/ MROI Analysis
- Market Research & Analysis
- Training & Development
- Team Building & Leadership

Soft Skills

- Collaborator
- Team Builder
- Communicator
- Problem-solver

Profile Summary

- **Business Analysis Professional** offering **1 year of experience** in **Business Analysis, Data Analysis** in **Marketing Management Analytics predominantly in Retail, FMCG and Pharma industries across the career**
- **Managed building Linear Regression Models to estimate the contributions of marketing tactics and base drivers towards the dependent variable (Sold Dollars, Sold Units, Transactions)**
- Directing **full development cycle of planning, analysis, design, development, testing, and implementation** using data analysis tools
- Prepared charts, dashboards and business reports that provided insight into the business and operations using **Advanced Excel.**
- Interfaced with **cross-functional teams** to streamline internal reports and reported processes to deliver more efficient, effective, and useful reports and analysis
- Simulated, designed, developed & **deployed computationally complex and practical data**; managed building and delivering comprehensive **data strategy roadmaps**; ensured final deliverables are of the highest quality
- Performed ROI and MROI Analysis:
  - Analyzed data to generate actionable insights for our clients
  - Provided insights on optimum allocation of marketing spend, based on return.

Knowledge Purview

- **Machine Learning**
- **Regression Diagnostics**
- **Time Series Analysis**
- **Logistic Regression**
- **Data Mining** (Basic Regression; LASSO Regression; Ridge Regression; Classification and Regression Trees; Bagging, Boosting and Random Forest)
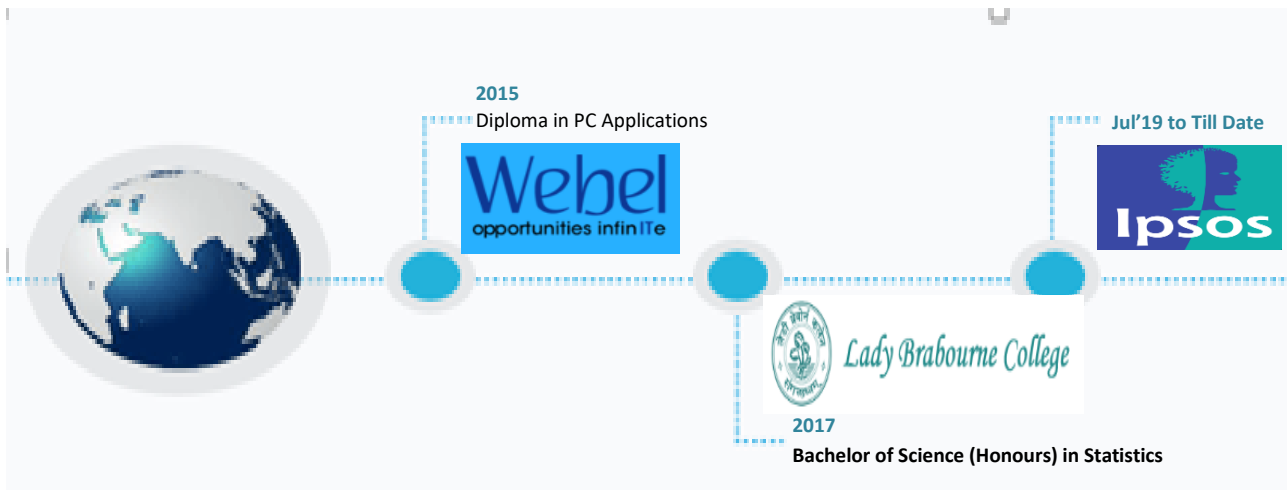
Technical Skills

- SAS, Minitab (Basic)
- Hands-on knowledge in Advanced MS Excel and PowerPoint and R Programming Language
- Quick learning potency with an analytical mindset and good theoretical foundation in econometrics

Timeline

2015 Diploma in PC Applications
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Jul'19 to Till Date
Ipsos

2017 Lady Brabourne College
Bachelor of Science (Honours) in Statistics

Organization Experience

Marketing Management Analytics — AN IPSOS COMPANY

Since Jul'19
Ipsos Research Pvt. Ltd. (Marketing Management Analytics), Bengaluru as Data Analyst
Key Result Areas:
- Translating marketing business requirements of Product and Sales Team into actionable reports for both Retail and Consumer Durables
- Developing and implementing workflow and controls to streamline existing processes to manage business reporting needs
- Providing complete and accurate modelling results for the successful completion of comprehensive client presentations
- Performing Root Cause and Trend Analysis on negative impacts to system resources to help establish and maintain Service Level Agreements and increase corporate revenue
- Evaluating data findings to communicate findings in a clear, structured manner; developing cordial relations with stakeholders and rendering guidance
- Performing data acquisition and validation to ensure reasonableness of data and application in building statistical models
- Conducting reattribution functions to estimate the interaction between different marketing tactics; teasing out their impact on one another towards driving sales
- Executing Outboard Analysis functions for breaking out the estimated contribution of each marketing tactic into sub-type tactics
- Developing and strengthening healthy business relations with customer, enhancing customer satisfaction matrices by achieving delivery & service quality norms
- Performing Business Analysis to devise and suggesting policies/procedures for the all-round development as well as reducing overall costs through various means

Academic Details

- **Bachelor of Science (Honours) in Statistics** from Lady Brabourne College (University of Calcutta), Kolkata in 2017
- **12th** from Our Lady Queen of the Missions School, Kolkata (ISC Board) in 2014 (Secured 88.5%)
- **10th** from Our Lady Queen of the Missions School, Kolkata (ICSE Board) in 2012 (Secured 87.2%)
Other Course
- Diploma in PC Applications with grade "A" from Webel Informatics Limited (A govt. of West Bengla Undertaking) in 2015

IT Skills

- **Operating Systems:** Windows 7 & Linux
- **Application/ Tools:** MS Office 2007(Advanced), Photo Editing Tool (Photoshop), Basic Database Programming using Visual Basic and Oracle, Structured Programming
- **Languages/ Technologies:** C(Part 1 and 2), PC Troubleshooting, Concept in Networking (LAN,MAN,WAN), Social Networking Media and Web Technology (Including Internet/E-Mail)

Personal Details

Date of Birth   : 12th December 1995
Languages Known   : English, Bengali & Hindi
Permanent Address   : 2, Miajan Ostagar Lane, Kolkata – 700017.