



**Deepika Malhotra**

**Head of Analytics**

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**Professional Summary:**

Over seven years of experience in sales & marketing analytics domain at ActiKnow. Managed & delivered projects involving customer & marketing data analysis for various clients. Experienced in building mathematical/statistical models based on client requirements. Currently working with Marketing Management & Analytics team at ActiKnow.

**Good Understanding in:**

- Automated Excel-VBA Applications
- Business requirement analysis, measurement & Analytics strategy
- Deep understanding and experience with various modelling techniques
- Defining the KPI's and Metrics to achieve the organizational goals

**Education and Skillset**

**Educational Qualifications**

- Masters in mathematics from IIT, Delhi
- BSc Mathematics from Delhi University

**Analytical Skills**

- Excel based Regression Modeling,
- Predictive modeling
- Response Modeling
- ROI Analysis
- Segmentation

**Role Based**

- Excel Analytics & Consulting
- Interpersonal Skills
- Team Leadership
- Project Coordinator
- Implementation Consultant

**Project Experience: Customer Analytics**

**1. Title: Predictive Modeling using various regression techniques**

Objective: To predict a customers' future adherence towards medication taking behavior for chronic diseases.

Solutions/Recommendations: Built logistic and linear regression models to predict customer's behavior patterns.

**Project Experience: Campaign Analytics**

**2. Title: Campaign Analysis of DTC promotions**

Objective: To evaluate impact of DTC promotions on brand sales for a US client.

Solutions/Recommendations: Built regression based model to separate impact of sales due to DTC promotions.

Tools Used: SAS

**3. Title: Campaign ROI Analysis using Test and Control Methodology**

Objective: To understand effect of a new promotional effort done on a smaller set of audience and evaluate the "Return on Investment" (ROI).

Solutions/Recommendations: Used "Test to Control" methodology to analyze customers exposed to campaign in pre- and Post-campaign period. Examined the change in sales of Test set vs. Control customers set in post-campaign period. "Statistical T-testing" was used to identify the best control set.

Tools Used: SAS, Excel

**4. Title: Campaign ROI using Regression Modeling**

Objective: To find ROI for different promotional channels used for a leading Consumer Health brand; to identify which channel has maximum impact on customers (doctors).

Solutions/Recommendations: Created time series regression model for each channel and city combination to identify geography wise performance of a channel. Additionally brand sales were forecasted and delivered.

Tools Used: SAS, Excel