

Deepak Kumar

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Profile Snapshot

Business Analytics professional with 10+ years of work experience in Analytics and Market Research
Proficient in data management with expertise in data visualization and marketing analytics
Expertise in Visualization technologies for creating charts, graphs, Infographics Customized Dashboards and PowerPoint presentations
Onsite stakeholder management experience in Japan
Offshore project delivery experience with clients located across MEA, Singapore, Philippines, Thailand, Malaysia, Japan and UK
Effective 'People Developer', delivered knowledge sharing workshops across global locations
Exceptional troubleshooting, prioritization, problem solving and leadership skills with ability to maintain productive work environment

Area of expertise

Data Science	Digital Marketing	Machine Learning
Business Analytics	Social Media Analytics	Agile Methodologies
Marketing Analytics	Market Research	Data Visualization

Tools

SPSS	ConfirmIT	Tableau
Stata	SurveyToGo	PowerBI
R	NVivo	Advance Excel
Quantum	SQL Server	VBA macros

Work Experience

Duration	Designation	Organization
Mar 2016 - Present	Senior Manager - Data Science	Karvy Insights (A Market Research wing of Karvy Group)
Mar 2014 - Feb 2016	Manager - Analytics & Insights	Intage Inc. (A Japanese Market Research Company)
Jul 2012 - Feb 2014	Senior Analyst	Ipsos Research (world's leading independent market research companies)
Sep 2008 - Jul 2012	Analyst	Kantar IMRB (A WPP Group company and pioneer in Market Research in India)
Aug 2007 - Aug 2008	Associate Engineer	HCL (A leading Technology Company)

Academic

Year	Course	Institute
2018-2018	Executive Management Program in Strategic Innovation, Digital Marketing and Business Analytics	Indian Institute of Technology, Delhi
2011-2013	Executive MBA in Marketing & IT	Institute of Management & Technology, Ghaziabad
2004-2007	Master of Computer Applications	Uttar Pradesh Technical University, Lucknow
2000-2003	Bachelor of Mathematics (Honors)	University of Delhi

Certification & Accomplishment

Certified Scrum Product Owner® (CSPO) from scrum alliance (June 2017)
Basic & Advanced Data Analysis using R from Sambodhi Research Noida (June 2017)
Data Visualization - Methods & Tools from Centre for Marketing in Emerging Economies, IIM Lucknow - Noida Center (April 2016)
Speaker at The MR Tech Hub 2017 Conference (Dec 2017) <http://mrtechhub.com/>
Speaker at Conference on Research Methodology and Computer Applications at I.G. University- Meerpur Rewari (April 2014)

Memberships

The Market Research Society Of India (MRSI) https://www.mrsi.in/directory_of_members.php
Computer Society of India <http://www.csi-india.org/>
American Center Library New Delhi <https://in.usembassy.gov/education-culture/american-space-new-delhi/>
Scrum Alliance <https://www.scrumalliance.org/community/profile/dkumar157>

Connect

Website: <http://deepakkumarjha.com/>
Facebook <https://www.facebook.com/deepakjha128>
LinkedIn <https://www.linkedin.com/in/deepak-kumar-27a80525>
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Instagram <https://www.instagram.com/deepak.delhi/>