

## **SOUMALI BANERJEE**



**ArcGIS**



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### **PROFILE SUMMARY:**

Experienced PHD Researcher in Economics with a demonstrated history of working in the research industry with an extensive experience of 5 Years + .

Skilled in Statistics, Research, Stata, Analytical Skills and Data Analysis.

### **EDUCATION:**

1. PhD (this is submitted for first review) from Jawaharlal Nehru University, on 'Impacts and determinants of the Adolescent health status in India. National rank holder during the Jawaharlal Nehru University entrance test **all India Rank 3<sup>rd</sup>**.

2. Master of Philosophy, (2012-15) **Grade A** from Jawaharlal Nehru University: Dissertation topic: The impacts of tariff reforms on the laborers of the Organized Manufacturing Sector in India.

3. M.Sc. in Economics, (2009-11) **Grade A** specialization in International Economics, Advanced Econometrics and Health Economics from Calcutta University, Kolkata

4. HSC (2004-06) Christ Church Girls Higher Secondary School **toper of the batch** .

### **PROFESSIONAL EXPERIENCE AND KEY RESPONSIBILITIES:**

**Worked as a Research Executive, Big Data, Nielsen, Gurgaon, From December 2017-June 2018**

- ✓ Conducted market research and tracking external trends relative to specific products, geographic, demographic segments.
- ✓ Refined metrics and standard reports to better serve the needs of executives seeking decision support using statistical tools.
- ✓ Helped sales and marketing executives understand which products are the most profitable by region, season, customer type and another factor.

### **KEY ENGAGEMENTS & DELIVERABLES:**

**Estimated the potential market size for LED Lights in India for a Big Client in Energy Sector:**

- ✓ Focus was on Retail and Hospitality sectors in India.
- ✓ Possible number of retail stores in India, under modern and traditional trade have been calculated.
- ✓ Using STATA, based on the number of retail stores and floor space, LED lights usage has been calculated across small shops and modern trade.

- ✓ For the Hospitality sector, possible number of luxury, medium and low budget hotels, resorts and restaurants have been calculated.
- ✓ Using STATA based on the number of hotels and their floor spaces, LED lights usage has been calculated across different hospitality sectors.
- ✓ Annual growth rate of LED lights has been calculated based on the time series data of Retail and Hospitality sectors.

**Created an analytical report for the client, using the data sources of Ministry of Health, Govt. of India**

**Identifying the significant demographic and socio economic parameters for determining the store location of a big Indian Paint Industry:**

- ✓ It was a state-wise analysis of India. The data related to the possible number of parameters have been collected from the Nielsen MTRS data sources.
- ✓ Principal Component Analysis has been used on this cross-sectional data across state wise in Stata.

**Created an analytical report, on Indian Flexi Staffing and the impact recent policy changes in this sector:**

- ✓ It was a literature review, collecting information on the condition of Indian Flexi staffing from different Government sources of India.

**Worked as a Research Assistant, From April 2017 to December 2017, under the collaborative research with Queen's University, Belfast, UK and Indian Institute of Dalit Studies on a British Academy sponsored short term project.**

**Project title: Spatial Analysis of Poverty: Insights from the National Sample Survey on different Health and other socio economic dimensions.**

- ✓ Based on the National Sample Survey (NSS) classification India, using ARC-GIS, Indian regions classified in the Agro-Climatic regions.
- ✓ Using STATA, NSS data collected for four thick rounds from 1983 to 2011-12.
- ✓ Time-series analysis conducted in STATA, based on the socio-economic parameters of NSS.
- ✓ Calculated the Head Count ratio of poor across different regions.
- ✓ Conducted regression, to calculate the significant parameters influencing the spatial poverty.

**Worked as a Consultant, at Indicus Foundation, New Delhi, From March 2016 to September 2016.**

- ✓ Interpreted and Extracted data from the primary and secondary sources like, Nation Sample Survey (NSS), National Family Health Survey (NFHS), Indian Human Development Survey (IHDS), Census, using statistical techniques (STATA, QUANTUM GIS) and provide ongoing reports.
- ✓ Extracted data from the 'Indian Human Development Survey', and calculated the 'Returns to Education on employment using the Heckman Regression Model' over different periods in India in STATA.
- ✓ Worked on a report on 'Different types of biases and discriminations in the education, health and work places in India'; assessed the existing literature to forecast the long run situation.

- ✓ Extracted, compiled and analysed data from National Sample Survey, National Family of Health Survey, CENSUS of India, to check the nutritional trends in India over the years; analysing the role of PDS and Genetics for influencing this nutritional status.
- ✓ Comparative analysis on the different initiatives taken by different chief ministers of states in India.
- ✓ Prepared analytical report on street lighting in different municipalities of India.

**Pre-Doctoral Fellow, National Council of Applied Economic Research, New Delhi, From August 2015 to February 2016:** worked with the 'Indian Human Development Survey' team of University Maryland, U.S.A.

Analysed and Merged data from IHDS household and individual level data sets.

Generated reports with tables and graphs on Education, Health, Environment, Social Assets and Inequality for IHDS-II report.

**Research Assistant, Center for the Study of Regional Development, Jawaharlal Nehru University, New Delhi, from November 2014 to July 2015; worked with Prof. Amaresh Dubey.**

Extracted, compiled and tracked data from NSS, IHDS.

Analysed NSS data on Orissa to generate report on the 'Underdevelopment and Poverty in Orissa over the years'.

**Guest Lecturer in Health Economics, February, from 2015 to March 2015, Delhi University.** Taught a course on **Health & Environmental Economics.**

**Guest Lecturer in Economics, Gokhale Memorial Girls' College, University of Calcutta, 2011-12.**

Taught the Honors students of Economics; courses taught: Micro Economics, Macro Economics, Statistics, Econometrics, Health Economics and Indian Economy.

**Research Assistant, Health and Family Welfare, Govt. of West Bengal, from January 2011 to February 2011.**

Research Assistant in a project entitled 'Conditions of District Hospitals in West Bengal', of Health and Family Welfare, Govt. of West Bengal in collaboration with Jadavpur and Calcutta University.

Document Collection, Hospital Visits, Data Analysis and Report Generation

#### **PAPER PRESENTED AND PRIMARY SURVEY EXPERIENCE:**

1. On the 'Regional Impacts of Trade Liberalization in India' in the International Conference on Economics and Development in Colombo, Sri Lanka, 2017.

2. On the 'Impacts of Trade Liberalization on the Poverty Levels of Indian Manufacturing Workers: A Regional Level Analysis' in the International Seminar on Poverty and Deprivation in South Asia at Banaras Hindu University, 2015.

On the 'Education: Domination, Emancipation and Dignity: the condition of the Indigenous and Tribal students in India', in the 6th Annual International Conference of the Comparative Education Society of India, at the Azim Premji University, Bangalore in collaboration with Unicef and World Bank, 2016.

3. Awarded as the Best Paper In 2012, did a survey on the ground level staffs of Delhi Metro; an environmental impact assessment.

**CORE QUALIFICATION:**

- Data and statistical analysis on Time Series, Cross section and Panel data
- Advance knowledge of Data extraction from National Sample Survey, Nation Family Health Survey, Census etc.
- STATA, QUANTUM GIS and MS OFFICE proficiency
- Report generation
- Project management
- Interpersonal communication

**PERSONAL INFORMATION:**

**DATE OF BIRTH:** 16<sup>TH</sup> DECEMBER 1988

**REFERENCE:** ON REQUEST.