

ANSH HANDA

Bengaluru • +91 8800963277 • anshhanda32@gmail.com • [LinkedIN](#)

Data Analyst with 1 year of hands-on experience in Marketing Mix Modelling at Ipsos, leveraging Python, SQL, and statistical techniques to drive data-driven marketing decisions. Passionate about optimizing media ROI and uncovering actionable insights for brand growth

SKILLS

Technical: C++, Python, NumPy, Pandas, Matplotlib, Seaborn, TensorFlow, Keras, NLTK, Spacy, Databricks, MySQL, MongoDB, Power BI

Conceptual: Regression, Machine Learning, Deep Learning, Market Mix Modelling, Hypothesis Testing, Statistical Modelling, Data Analytics, Exploratory Data Analysis, Time Series Models, Data Visualizing

WORK EXPERIENCE

Ipsos MMA

Sept 2024 - Present

Modelling Analyst

Bengaluru

1. Conduct end-to-end data validation and preprocessing for multi-channel marketing mix models, ensuring accuracy and consistency in model inputs. Build comprehensive specification files for model contributions, detailing media spends, organic threads, and key market drivers across segments.
2. Develop and fine-tune models to achieve optimal fits, leveraging statistical metrics such as R-square, Mean Absolute Percentage Error (MAPE), Durbin-Watson (DW), and other diagnostics to ensure robust performance.
3. Effectively handled multiple projects concurrently, maintaining focus on quality and timely delivery while balancing competing priorities.
4. Partnered with cross-functional teams to ensure analytical initiatives aligned with broader business objectives and exceeded client expectations. And mentored junior team members, sharing expertise and fostering skill development to strengthen team performance.

PROJECTS

1. Duplicate Question Pairs

- Done a project to improve question matching and duplicate detection using natural language processing techniques and machine learning algorithms.
- Successfully applied a Random Forest and XGBoost model to classify question pairs as duplicates or not, contributing to an enhanced user experience.
- Managed and cleaned large-scale datasets, performed feature engineering, and fine-tuned model parameters to achieve optimal performance in duplicate question identifiers

2. Lip Reading Model

- Developed a state-of-the-art lip-reading deep learning model, integrating CNNs and bidirectional LSTM layers, with exceptional transcription accuracy potential.
- Implemented this model using keras, tensorflow, numpy and pandas. Hosted the model on a Streamlit web application, ensuring easy access and usability.

EDUCATION

MSc. Computer Science: National Institute of Technology, Trichy

July 2022 – June 2024

- Aggregate CGPA: 8.01

PGDM In Big Data Analytics: St. Xavier's College, Mumbai

July 2021- June 2022

- Aggregate CGPA: 8.9

BSc. Mathematical Sciences: Delhi University

July 2018 – June 2021

- Aggregate CGPA: 8.1