



R. J. COLLEGE of Arts, Science & Commerce (AUTONOMOUS)

(Hindi Vidya Prachar Samiti's) **RAMNIRANJAN JHUNJHUNWALA COLLEGE of Arts, Science & Commerce**

Opposite Ghatkopar Railway Station, Ghatkopar (West), Mumbai 400086, Maharashtra, INDIA.

Website: www.rjcollege.edu.in

Email: rjcollege@rjcollege.edu.in

Tel No: +91 22 25151763

Fax No: +91 22 25150957

College is recognized under Section 2(f) & 12(B) of the UGC Act, 1956

Affiliated to UNIVERSITY OF MUMBAI || NAAC Re-Accredited 'A' Grade (CGPA: 3.50)

07.01.2022

Notice

Department of Statistics

DBT Star College Activity

Organises

A Guest Lecture

By

Mr. Sachin Borghare

DATA SCIENCE - MANAGER, ASTERII ANALYTICS

Topic: Applications of Analytics in Advertising

Day and Date: Saturday, January 8, 2022

Time: 05.00 PM

The details of Zoom meeting are as follows:

Meeting ID: 98451608949

Passcode: 916507

Zoom Link:

<https://zoom.us/j/98451608949?pwd=cnh0T1ErM1MrSTQ1OHNBtTituTGljUT09>

Ms. Chhaya Pinge
Associate Professor and Head,
Department of Statistics

Dr. Himanshu Dawda
Principal

PRINCIPAL
RAMNIRANJAN JHUNJHUNWALA COLLEGE
OF ARTS, SCIENCE & COMMERCE (AUTONOMOUS)
Ghatkopar (W), Mumbai-400086, Maharashtra, INDIA



2019: Star College Status by DBT

2008: Best College by University of Mumbai 2010: IMC RBNQ Award 'Performance Excellence' for the year 2009

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Department of Statistics

Guest lecture

on

'Applications of Analytics in Advertising'

by

Mr. Sachin Borghare

Data Science - Manager | ASTERII ANALYTICS

organised on

Saturday, January 8, 2022

(DBT Star College Activity)



Hindi Vidya Prachar Samiti's
Ramniranjan Jhunjhunwala College of Arts, Science and Commerce (Autonomous)

Department of Statistics

DBT Star College Activity

Organises

A Guest Lecture

By

Mr. Sachin Borghare

DATA SCIENCE - MANAGER, ASTERII ANALYTICS



Applications of Analytics in Advertising



Saturday
January 8, 2022



05.00 PM



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Bio data

SACHIN BORGHARE

Kalyan 421306 · Mobile-9867454509

sachinborghare03@gmail.com

Data Science - Manager with 9+ years' experience with a vision to provide data driven analytics solutions to improve cost efficiency and investment effectiveness for the clients. Achievements include creating nonlinear media effectiveness models to predict product sales with 92% accuracy. Achieved at least 20% improvement in sales across clients. Highly skilled in Machine Learning, Data management & Visualization and Creative Thinking

EXPERIENCE

APR'2021 – PRESENT

DATA SCIENCE - MANAGER, ASTERII ANALYTICS

Help the organization leverage on data, working with and through a team of data scientists to provide valuable direction and insights, for management to make informed decision

Working together with other units across the organization to identify and refine opportunities for data-driven features.

Continuous communication with clients to understand and address key business questions and responsible for communicating model results to business

Direct data science teams to complete all project deliverables on time.

Responsible for providing direction, mentorship, and guidance to a team of data scientists to guarantee their professional and technical development, as well as to foster continuous improvement of the team's code, architecture, and agile processes.

JUN'2016 – APR'2021



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DATA SCIENTIST, ASTERII ANALYTICS

Developed media mix models and halo models considering nonlinear relationships and media ad stocks for brands of various verticals. Helped in realigning budgets for an auto company there by improving sales by 56%. Similar models build for FMCG brands, Music app, mobile phone company, Apparel brand & Food category

Build media effectiveness models combined with media decay insights for an in-home consumption snacking brand, helped in increasing sales by 100% over last year

Created priority modelling solutions using decision tree tools for an automobile company to improvise effort management while pitching to repurchase

Developed customer segmentation using unsupervised machine learning techniques on the service data of an automobile brand to identify most loyal customers and customers most likely to churn. Similar analysis done for an online apparel brand which helped in strategizing segment wise communication

Built data driven scientific framework to evaluate CELEBRITIES for brand endorsements by comparing them on their proximity to BRAND DNA and degree of INFLUENCE on AUDIENCES, thus identifying THE BEST FIT TO THE BRAND. Used Principal component analysis and correspondence analysis to achieve the desired output.

JUN'2012 – JUN'2016

DATA ANALYST, ASTERII ANALYTICS

Developed a predictive model to predict TVR of movie premier on TV, this project won silver in EMVIES awards 2015 for best media agency research – "Movie Oracle".

Created comprehensive dashboards to monitor & track various KPI's for different brands and categories

On field research to find gaps in the tele-calling process of a company selling consumer durables, thereby improving CRM activity

Analyze the impact of different marketing strategies for a major pharmaceutical company to identify key effective Marketing Spends

Worked on TGI (Target Group Index Data provided by IMRB) to segment different user profiles for various brands




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Building queries to extract relevant data from Meltwater

Analyzing social media data to understand the social media buzz and sentiment regarding the brand/category that is to be studied.

Participated in preparing for various pitches across different verticals

Created Automation processes for database maintenance using Excel VBA.

EDUCATION

APRIL 2012

MSC STATISTICS, MUMBAI UNIVERSITY, SANTACRUZ

Completed masters in statistics with 64% marks obtained overall, was Gold Medalist in the class of 2012.

As part of our M.Sc. project we had done a survey and research on the ONLINE F.Y.J.C. Admission 2011.

Objective of project: To find out the advantages and disadvantages of ONLINE F.Y.J.C. Admission 2011, and improve it wherever possible

APRIL 2008

BSC STATISTICS, RAMNARAYAN RUIA COLLEGE, MATUNGA

Completed bachelor's degree in statistics with 68.5% marks obtained

SOFTWARE SKILLS

- | | |
|--|---|
| <ul style="list-style-type: none">● Modelling tools – Megastar, SPSS Base, SPSS Modeler, R, Python, SAS & Minitab● Data visualization tools – Tableau, MicroStrategy, Xcelcius & Microsoft Power BI | <ul style="list-style-type: none">● Microsoft Office● Social media – Sysomos & Meltwater |
|--|---|

ACTIVITIES

Enthusiastic about Yoga, Singing, teaching and reading books



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ONLINE COURSES ATTENDED

Machine Learning A to Z – Hands on Python and R in data sciences from Udemy

Bayesian Statistics – Techniques and Models from Coursera

Bayesian Methods for Machine Learning from Coursera



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Report

The Department of Statistics organized a guest lecture on '**Applications of Analytics in Advertising**' on January 8, 2022. **Mr. Sachin Borghare**, Data Science - Manager, ASTERII Analytics was invited as the resource person. Data Science which is the most important sector in which Statisticians prefer to work. It has a wide variety of scope which include various sectors like - Pharmaceuticals, Consultancy, Advertising, Insurance, etc. In this session students got an overall idea of how statistics is used in one of the key sector which is "Advertising". Also, students got an idea of the qualifications & eligibility criteria required to apply in this sector. In all 50 Students and 7 Faculties were benefited by this session.

Number of Beneficiaries : 50 Students + 7 Faculties

Attendance Link : [Attendance \(Responses\)](#)

Lecture Link : <https://youtu.be/TiXSmiz-GZg>



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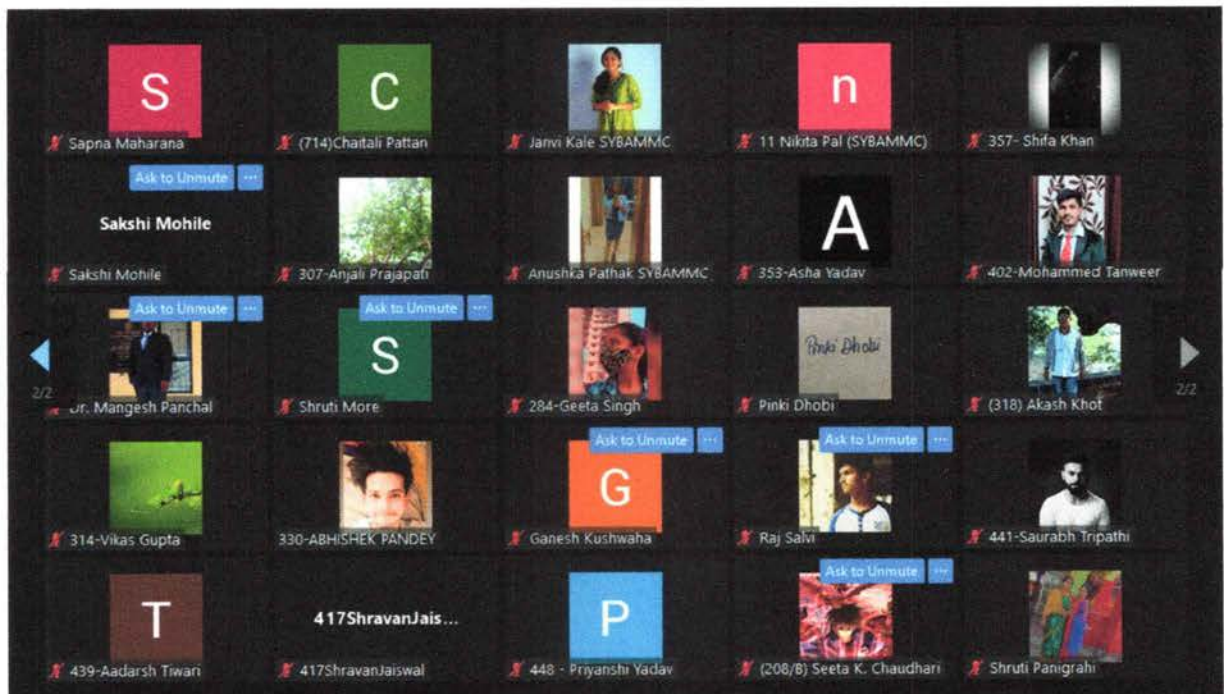
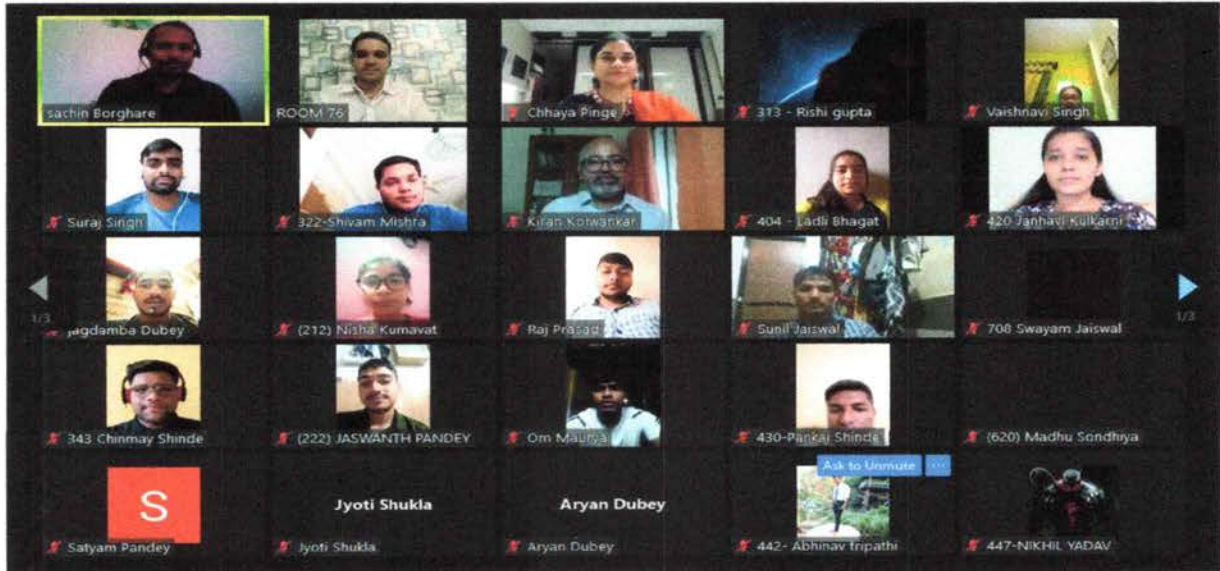
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PHOTOS



(Signature)
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BRAND MESSAGES FOR LOYALISTS



MOTHER BENEFITS FOR CONDITIONALS



HIGH SCIENCE FOR INDIFFERENTS



OBJECTION HANDLING FOR CRITICS



g differently to different doctors. They try, they, they

Insight

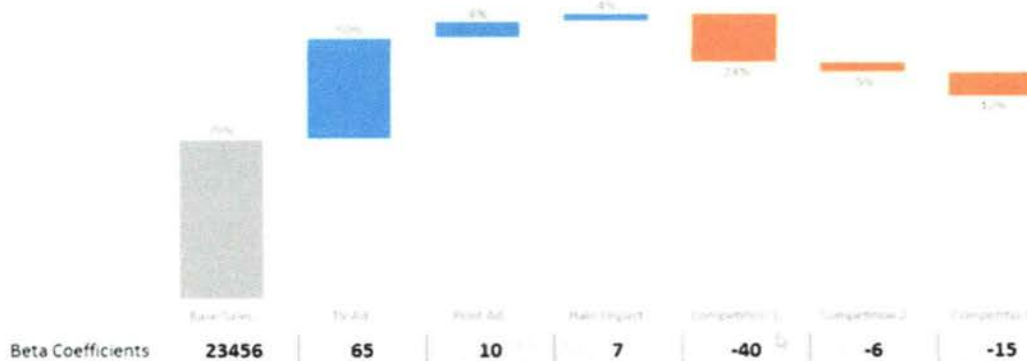
Evaluating Advertising Spend



Edible Oil & Hair Oil

Contribution to Sales

■ Sales ■ Ad Spend ■ Competitor



on a competitions. When



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Attendance

Sr No	Name of Participant	Class / Department	Roll Number
1	kunal singh	S.Y.B.Sc.	345
2	Nilesh Pandey	Sybsc	331
3	Suman Yadav	Sybcom	123
4	Shruti Labani panigrahi	S.Y.B.com	56
5	Priyanshi Yadav	Tybsc	448
6	Shivam Mishra	SYBSc	322
7	Madhu Sondhiya	S. Y. B. Com	620
8	Shreekant Ankush Kamble	TYBSc(Statistics)	418
9	SEETA KUMARI ASHOK CHAUDHARI	SYBCOM	208
10	Khan Shifa Mohd. Wasim	SyBSc/ statistics	357
11	Shruti More	SYBSc	325
12	Swayam Jaiswal	FyBsc	708
13	Ajay Gaud	TYBSC	409
14	Satyam Vinod Pandey	T.Y.B.sc/statistics	425
15	Niraj Santosh Vishwakarma	Tybsc Statistics	444
16	Jagdambaprasad Dubey	Tybsc	401
17	Pankaj Vinayak Shinde	TYBSC-STASTICS	430
18	NIKHIL YADAV	TYBSC	447
19	Anjali Prajapati	Sybsc	307
20	Akash Dadasaheb khot	SYBSC	318
21	Vaishnavi Rupesh Singh	Statistics	437
22	ROSHAN ASHOK GUPTA	Sy bsc	359
23	Chaitali Chandrashekhar Pattan	SYBCOM	714
24	Akhilesh Pal	SYBSc(PS)	108
25	Sapna Prakash Maharana	S.Y.B.Com	46
26	GANESH KUSHWAHA	Tybsc	421
27	Sakshi Mohile	SY BCOM	251
28	Jaswanth Pandey	Sybsc	222
29	Rajhans prasad	TYBSC/Statistics	426
30	Nisha kumavat	Sybsc	212
31	Raj Salvi	T.Y.B.Sc Statistics	427
32	Nikita Pal	SYBAMMC	11




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33	Jyoti Shukla	T. Y. Bsc	433
34	Aman Singh	TyBsc	434
35	Vikas Gupta	Tybsc	414
36	janhavi kulkarni	T.Y.B.Sc/statistics	420
37	Asha Yadav	sybsc	353
38	Ladli Bhagat	Tybsc	404
39	Om maurya	Tybsc/statistics	422
40	Perna Singh	SYBAMMC	22
41	Vedant	Sybsc	324
42	Vaishnavi Joshi	SYBAMMC	05
43	SUNIL RAMSUDHI JAISWAL	tybsc	450
44	Rahul prajapati	Fybsc	720
45	Chinmay Shinde	SYBSC Statistics	343
46	Saurabh Singh	TYBSc	436
47	Abhinav kumar	Tybsc statistics	442
48	Shravan	TYBSC statistics	417
49	SAURABH SHIVPRAKASH TRIPATHI	TYBSC/STATISTICS	441
50	Dewashya Dubey	TYBSc	408



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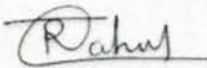




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DEPARTMENT OF STATISTICS

DBT Star College Activity
Guest Lecture
Certificate

This certificate is awarded to Mr./Ms. **KUNAL SINGH** for attending a
Guest Lecture on 'Applications of Analytics in Advertising', held on
January 8, 2022.

 Mr. Rahul Tiwari Co-ordinator	 Ms. Chhaya Pinge Head, Dept. of Statistics	 Dr. Himanshu Dawda Principal
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2011: 'Best Teacher Award' by Government of Maharashtra 2013: DST-FIST 2014: DBT STAR College

2013 & 2014: 'Jagar Jaanivancha Award' by Govt. of Maharashtra 2016: ISO 14001:2015 2016: ISO 9001:2015 2017: ISO 27001:2013

2018: Autonomous Status by University Grants Commission (No. F. 22-1/2018(AC) - 28.05.2018) & by University of Mumbai (No.Aff./ICD/18-19/440 - 08.06.2018)