



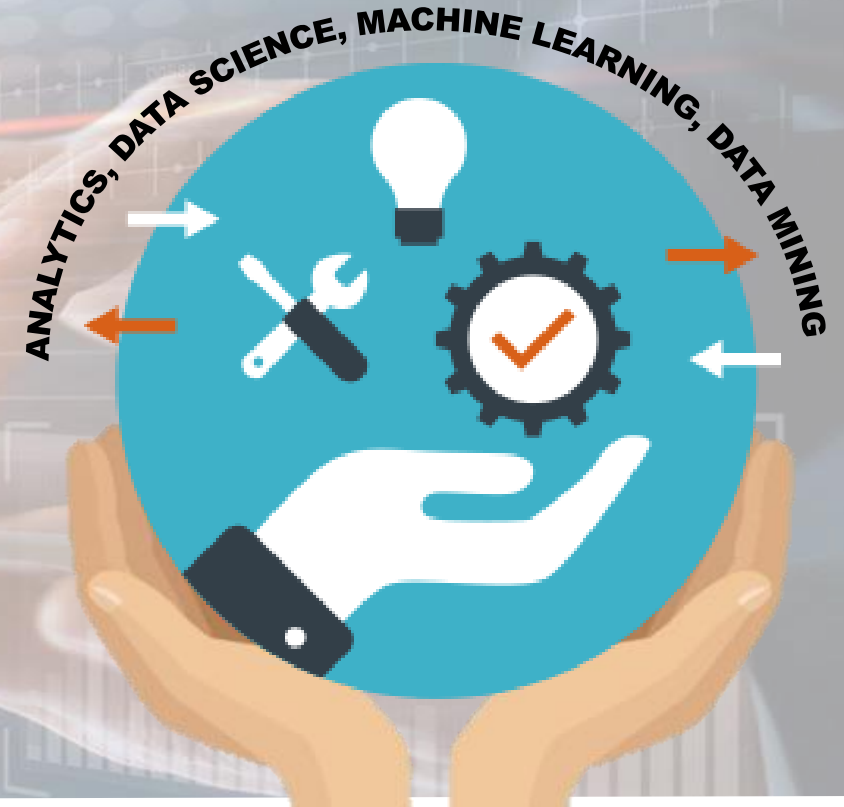
**POP DS**

# Pexitics Optimisation Program for Data Science

ANALYTICS, DATA SCIENCE, MACHINE LEARNING, DATA MINING - 2020



# CHOOSE AN ENGAGEMENT



## \\ANALYTICS RESOURCES

- Resources @Pexitics
- Intern Data Analytics
  - Full time Data Science
  - Project Resources @DS

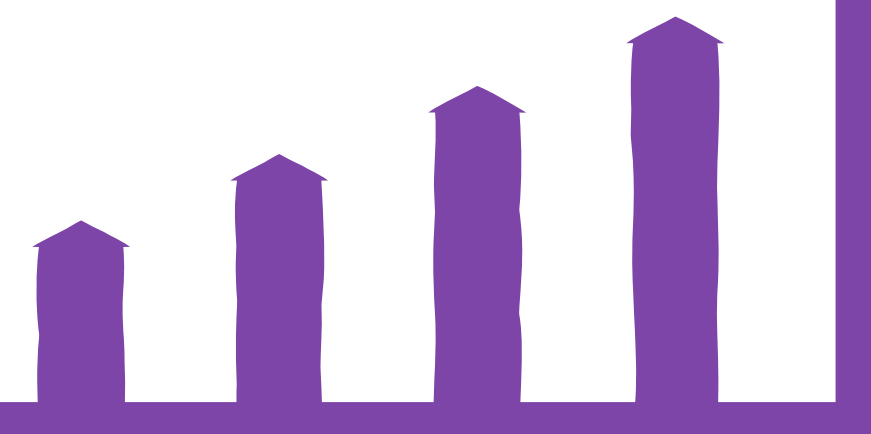
## \\PROJECTS

- Projects @Pexitics
- Data Analytics Projects
  - Project Modelling
  - Project Mentoring

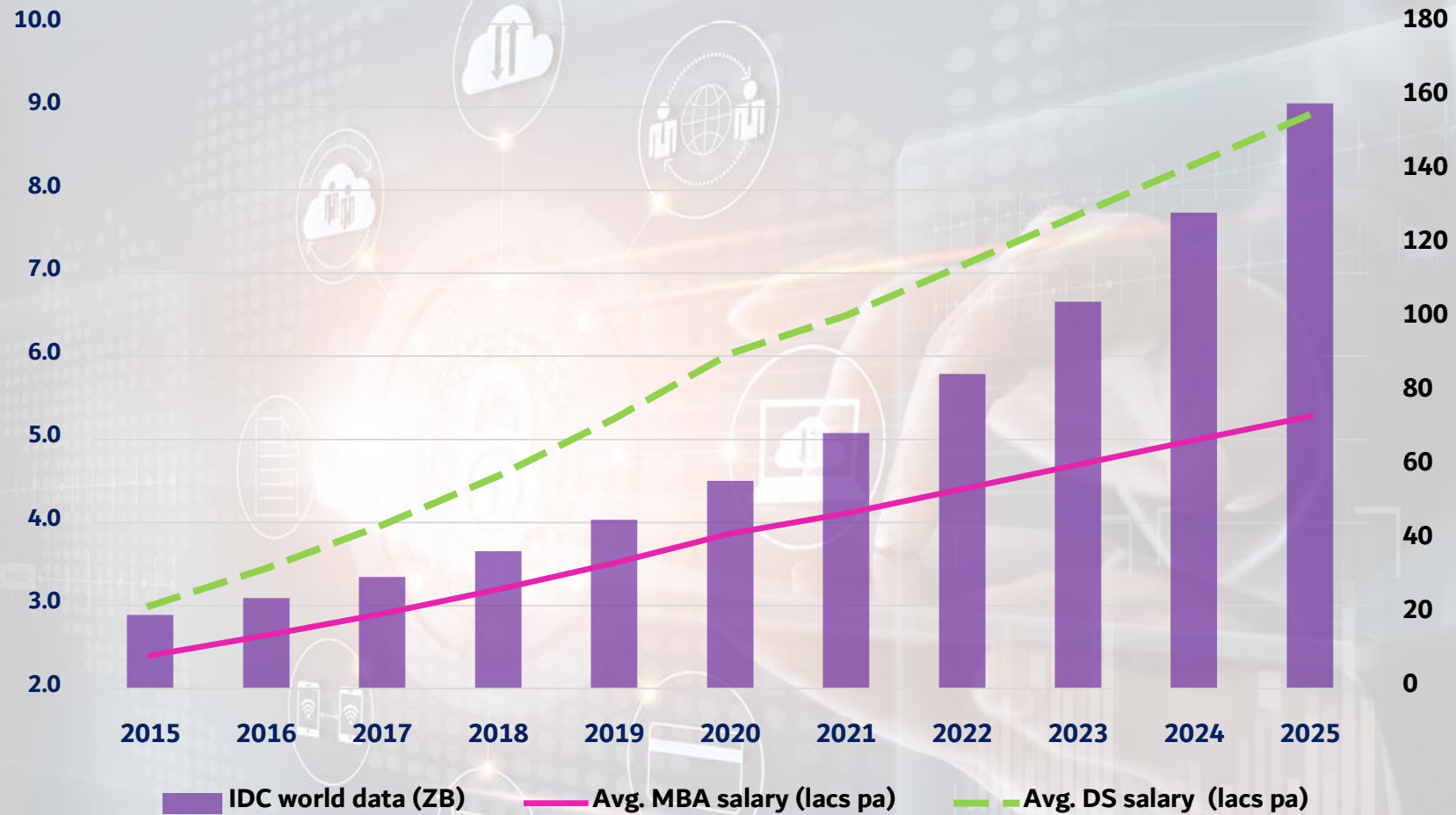
## \\BUILD. OPERATE. TRANSFER

- Data Science BOT @Pexitics
- Data Analytics Projects
  - Project Modelling & Data Tooling
  - Knowledge Transfer + Teams

# State of TALENT



## Growth of Data and DS salaries



Forbes: Data Scientists Salaries And Jobs Immune To Covid-19

<https://www.idc.com/getdoc.jsp?containerId=prUS46286020>

<https://www.forbes.com/sites/gilpress/2020/08/27/data-scientists-salaries-and-jobs-immune-to-covid-19-survey-finds/>

**Talent Identification  
and Analytics  
Training @Pexitics**

**Available for POP  
@Pexitics DS Projects**

**Monitor & mentor  
during client projects**

All candidates are screened for Analytics & behavioural potential for **Data Science job roles** using **Pexitics Assessments**

- Trained as an Intern by Pexitics faculty
- Mentored for key function roles
- Outsourced for projects or onboarded based on client specifics

Pexitics interns fresh and experienced Data Science enthusiasts for future roles and projects on multiple areas of domain excellence;

**Marketing Analytics**

**Supply Chain Analytics**

**Human Resource Analytics**

**Business Analytics**



# Pexitics Competencies

## Skills required of a Data Scientist

- Data retrieval, cleaning,
- Statistical modelling
- Software use and coding
- Business Problem understanding
- Insights, recommendations

## Data sources

- SQL
- Excel (txt, csv, xlsx )
- Web sources, Social Media ,Gov
- Google Analytics
- PDF
- Unstructured data

## Domains @DS

- Banking and Finance
- Marketing & Sales
- Google and Web Analytics
- SCM Analytics
- Financial Analytics
- HR Analytics

## Software / Tools

- Tableau
- Power BI
- SAS
- R
- Python
- SPSS
- Excel / XLSTAT

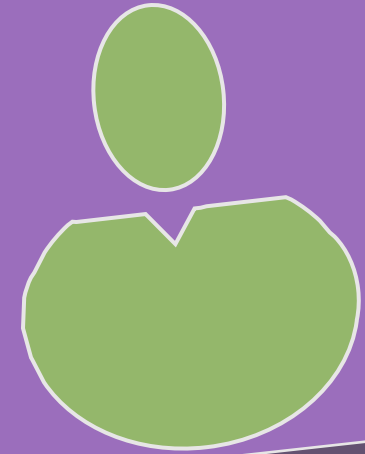
## Techniques

- EDA / Descriptive stats
- Probability, Logistic Regression
- Forecasting models
- Segmentation, clustering
- Recommendation algorithms
- Pricing models
- Cross sell, Upsell models

## \\ANALYTICS RESOURCES & DOMAIN EXPERTISE TO GET YOUR PROJECT REQUIREMENTS ADDRESSED

Resources or Project level contract benefits

- Pay for hiring a trained Analytics resource on full time or project basis
- Pay for the project delivered on a case basis without hiring or infrastructure costs
- Build data models to help nurture the Data Science approach to business effectiveness



**Base Salary**                      **3.00 lacs**

**Training Costs @20%**    **.60 lacs**

**CTC on Acquisition**        **3.60 lacs**

**Savings to Company**        **4.80 lacs**

**Hike after 1 year**            **4.32 lacs**

**7.00 lacs**

**20% hike on acquisition**    **8.40 lacs**

**Hiring two resources is still cheaper & maintains bench strength**

**20% hike after 1 year**

**10.08 lacs**





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## Founder Profiles @ Pexitics

**Reuben Ray**// Chief Everything Officer & Co-founder, PexiScore.com. Reuben has 19 years of experience as an Entrepreneur, Consultant and Business Development Leadership with a focus on Psychology and Data decisions.

(Check out: <https://www.linkedin.com/in/reubenray/> )

He has authored on Value Principles titled REASONING OUR CHOICES and can be reached at [reuben@pexitics.com](mailto:reuben@pexitics.com)

**Subhashini Sharma Tripathi**//Chief Data Scientist & Co-founder, Pexitics.com. Subhashini has 18 years of experience in Analytics and Data Science and is an Author titled Learning Business Analytics in Six Steps using SAS & R - Apress.

(Check out: <https://www.linkedin.com/in/subhashinitripathi/> ) She can be reached at [subhashini@pexitics.com](mailto:subhashini@pexitics.com)



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