

Curriculum Vitae

Anirban Maity

Official Contact Information

Department of Mathematics, SOBAS

Adamas University

Barasat-Barrackpore Road

Kolkata-700126, India

Email: anirban.maity1@adamasuniversity.ac.in

Vidwan ID: <https://vidwan.inflibnet.ac.in/profile/566442>

Personal Contact Information

Address: 8/3, Khelat Babu Lane

P.O.-Belgachia, Kolkata-700037

West Bengal, India

Email: anirban.stat53@gmail.com

Phone: +91-7604033203

Education

M.Sc. in Statistics, University of Kalyani, Kalyani, West Bengal, 2022

B.Sc. (Honours) in Statistics, West Bengal State University, Barasat, West Bengal, 2020

Research Interests

- Copula Based Dependence and Classification Modeling
- Statistical Methods in Physical and Medical Science
- High Dimensional Statistics
- Mathematical Deep Learning and Machine learning

Academic Experience

Adjunct Faculty of Statistics, *Adamas University, Barasat, West Bengal, Kolkata - 700126, 2024 - Present*

Teaching undergraduate courses in Mathematical statistics, Real Analysis, Complex Analysis, Numerical Analysis, Vector Calculus and post-graduate courses in Statistical techniques in Data Mining. Supervising undergraduate and post-graduate research projects.

Industrial Experience

Executive Analyst in Operation Division, *KANTAR-IMRB, 7th Floor, Infinity BenchMark, GP Block, Sector V, Bidhannagar, Kolkata, West Bengal 700091, 2022-2024*

Conducted a comprehensive analysis of survey data from NCT markets to identify market potentials and key factors influencing demand for various cigarette brands, focusing on consumer demographics, preferences, needs, and purchasing patterns. Prepared and calibrated large-scale datasets for further advanced statistical analysis, ensuring logical consistency and insightful database presentation to clients. Implemented respondent and brand category weighting techniques to address sampling imbalances and optimize data accuracy based on historical market behaviors. Worked on a brand dynamic analysis model (Factor Regression, Image Factor Regression, etc;) to recognize the most influential brand imagery and vibrant brands concerning demand power and price worth in the NCT markets. Generating scorecards and preparing statistical reports on an ad hoc basis for the client.

Thesis & Disertations

- **M.Sc Thesis** *“Finding Relationship with Copula”*, under the supervision of Dr. Arabinda Das, Associate Professor, Dept. of Statistics, Acharya Prafulla Chandra College, New Barrackpore
- *“Estimation of Body Fat Percentage based on Multiple Linear Regression Model and Hybrid Artificial Neural Network-Random Forest Regression (ANN-RFR) Model”*, Under the supervision of Dr. Ganesh Dutta, Visiting Professor, Dept. of Statistics, University of Kalyani
- *“Comparative Study of ARIMA & NNAR model : Forecasting Annual CO2 Emission in USA for Global Carbon Project-2022”*, under the supervision of Dr. Arabinda Das, Associate Professor, Dept. of Statistics, Acharya Prafulla Chandra College, New Barrackpore

Working Papers

- *“An In-Depth Study of Neural Network Based Forecating Model and it’s Behavior on Hilbert space and Hilbert Cube”*.
- *“Copula based Classification Model - A Case Study of PCR Test Detection”*, jointly working with Dr. Arabinda Das, Associate Professor, Dept. of Statistics, Acharya Prafulla Chandra College

- “*Estimation of Parameters in Linear Model Using P-Proper Splitting of Design Matrix*”, jointly working with Dr. Manimala Nej, Assistant Professor, Dept. of Mathematics, SOBAS, Adamas University.

Industrial Projects

- *Integrated Track Study of Vapour Products in the countries Pakistan, UAE & South Africa*, Operations Divison, KANTAR-IMRB, Kolkata.
- *Net Promoter Score (NPS) Target Group Classification based on Brand Imagery*, collaboratively work with Japan team in Operations Divison, KANTAR-IMRB, Kolkata.
- *Prediction of Brand Weights for Multiple Brands Using Brand Imagery and Brand Levers - A track Study in NCT Markets*, Operations Divison, KANTAR-IMRB, Kolkata.
- *Japan Data Ingestion: Development of an Automation to generate Statistical Report*, Operations Divisions, KANTAR-IMRB, Kolkata, **Software Used: Python, Spyder V5.0.**
- *Development of Predictive Model based on Conjoint Analysis for Brand Weight Estimation - An Ad-hoc Study of Nestle Products*, Operations Divisions, KANTAR-IMRB, Kolkata.

Skills

- Advanced knowledge and industrial experience in Python, R, R-Studio & Excel.
- Proficient in C, C++ & SAS.
- Proficient in LATEX
- Experience with Statistical Moeling in Market Research Industry.

Honours & Awards

- Kantar Champ Award - 2023, *awarded by KANTAR-IMRB, Operations Division, Kolkata, for developing advanced automation in Japan Data Ingestion Project.*
- University 4th rank holder in B.Sc (Honours) Statistics.

- Swami Vivekanand Merit Cums Means Scholarships, *Govt. of West Bengal, 2017-2022*
- National Scholarship, *Govt. of India, Dept. of Higher Educations, 2017-2020*

Student Supervision

- Ushosree Raha, *under-graduate student at Adamas University, Dept. of Mathematics, Semester-VI, undergrad thesis supervision, primary supervisor*
- Debanjan Nayek, *post-graduate Student at Adamas University, Dept. of Mathematics, Semester-IV, Master's thesis supervision, co-supervisor*
- Souvik Pradhan, *post-graduate Student at Adamas University, Dept. of Mathematics, Semester-IV, Master's thesis supervision, co-supervisor*

Conferences

Presenter, International Conference on Recent Advances in Mathematics, Statistics and Data Science 2024, Dept. of Mathematics, School of Basic and Applied Sciences, Adamas University, Barasat, West Bengal

Present: “*A Bivariate Dependence Modeling Using Copula Based Regression and Classical GLM Approach.*”