

Somdatta Basak

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EDUCATION

PhD <i>Quantitative Marketing</i> McCombs School of Business The University of Texas at Austin	2022 – present
Master of Science <i>Quantitative Economics</i> Indian Statistical Institute	2015 – 2017
Bachelor of Science <i>Major: Economics</i> Presidency University	2012 – 2015

RESEARCH INTERESTS

Behavioral Marketing, Judgement and Decision Making, Public Policy, Digital Platforms, Sharing Economy, Algorithmic Fairness, Consumer Privacy, Personalization and Targeting

WORKING PAPERS

To Boycott or Not To Boycott - A Prosocial Consumer's Dilemma	2022
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INDUSTRY EXPERIENCE

McKinsey & Company	November 2019 - July 2022
Deloitte US-India	June 2017 – October 2019

AWARDS AND HONORS

Bonham Eugene and Dora Memorial Fund Recognized by McCombs School of Business for academic progress during first year of PhD program	2023
Summer Scholarship Recognized by McCombs School of Business for academic progress during first year of PhD program	2023
UT Austin College Recruitment Fellowship	2022
Recognized for exemplary academic performance Merit based award given every semester to top 2 students of each class by Indian Statistical Institute, Kolkata	2016, 2017
Professor Arun Kr.Ray Memorial Scholarship Merit based scholarship awarded by Presidency University for being first in class in first and second years of undergraduate study	2014
Centenary Scholarship Merit based scholarship awarded by Presidency University for being first in class in first and second years of undergraduate study	2014
Scheme of Scholarship for College & University Students Merit based scholarship awarded by Government of India to top 0.001% students in Higher Secondary Examination in Humanities	2012
Client Impact Award Awarded yearly by McKinsey & Company for exceptional client impact	2020

Spot Award	2021
Recognized by McKinsey & Company for work in advanced analytics enabled personalization in wealth management	
Client Appreciation Award and Spot Awards	2018,2019
Performance based awards by Deloitte US-India	

CONFERENCES

Workshop on Platform Analytics	2023
Rady School of Management, UCSD	
PhD Project Conference	2023

COURSES TAKEN

Microeconomics I, Econometrics I, Econometrics II, Marketing Models I, Marketing Models II, Marketing Management & Strategy

TEACHING EXPERIENCE

Teaching Assistant - Pricing Policy & Analytics, Information & Analysis

SKILLS

Languages: Bengali (Native), English (Proficient), Hindi (Fluent)
Programming: Python, R, Mathematica, SAS, SQL, STATA, Alteryx, Tableau, Power BI, Microsoft Azure
Document Creation: Microsoft Office Suite, LaTeX, Adobe Suite