

**Mr. Dripto Mukhopadhyay, Chief Economist and Head - Microeconomics, Indicus Analytics Pvt. Ltd., New Delhi on the 3rd of September, 2014  
as part of CIC Guest Lectures.**

***Profile:***

- Chief Economist and Head - Microeconomics, Indicus Analytics Pvt. Ltd., New Delhi | April 2014 – Present
- Vice president - Projects, Indicus Analytics Pvt. Ltd., New Delhi | August 2008 – Present
- Associate Fellow and Consultant, National Council Applied Economic Research (NCAER), New Delhi | 1995 – 2008
- Research Head & Principal Consultant– (North and East India), ICMR, a division of Planman Consulting Pvt. Ltd. | May 2006 – December 2007
- Director – Research, MMRSS
- Part-time consultant for organizations like Roman Forum (Former Club of Rome), Italy, C. P. Consultants, Shristi, DSCL Ltd., Hakuhodo Percept Ltd., Indian Institute of Travel and Tourism Management.

***Summary of the lecture:***

Mr. Dripto Mukhopadhyay is currently working as the Chief Economist and Head of Microeconomics at Indicus Analytics Pvt. Ltd located in New Delhi. Established in December 2000, Indicus Analytics has since become India's premier economic research and data analytics firm. The endeavour was to facilitate clients to cut through the maze that is India to unravel the various facades of the economy, markets and consumers. Their data analytics solutions provide insights about the economy and its consumers at extremely granular levels - city, district and neighbourhoods. The company today boasts of maintaining a database of approximately 28 Lac households.

Mr. Dripto through his lecture aimed to elucidate how with the aid of real-time research and application on Micro-economics, companies could understand their markets better. The projects and studies undertaken by the firm are strongly bound by its experiences and past challenges. He initiated the session by simplifying the concept of Micro-economics and giving the students an understanding of the behaviour of micro units i.e. households, individuals etc in the economy. The company's approach to data is seen by firstly knowing the subject, followed by framing of data and the manner in which it is to be addressed. He also categorically mentioned that reading of data is the most crucial part of any analysis. An

unbiased mind, no prior assumptions are pre requisites to any analyst at Indicus. He then further went on to explain the various styles of research catering to multifarious companies. These included: data reading, market analysis, broader level analysis, pin code level analysis, granular level analysis and grid level analysis. He cited experience of dealing with clients like Pfizer, Godrej Nature's Basket and impact on India's tourism. Top-most national and international corporate bodies, industry associations, governments, academia and media houses today use the company's research in understanding the Indian economy. This gives the students a sense of how the company's methodologies include patent-pending algorithms capable of distilling insights from the company's core data, which is derived from highly authentic public data sources.

Mr. Dripto concluded the lecture by mentioning the importance of the concepts of Micro-economics and how learning while implementing the same is indispensable to the field of research and analytics.

