Data Scientist Shashikala Premarathne joins the Research Team at AMR

Data Scientist Shashikala Premarathne has joined the research team at AMR Advanced Market Research. Her expertise in data analysis and digital methodologies further enhances the Düsseldorf-based institute's ongoing commitment to integrating advanced technologies and strengthening its data-driven research capabilities.

Premarathne holds a Bachelor's degree in Business Statistics from the University of Sri Jayewardenepura in Sri Lanka and a Master's degree in Business Intelligence and Process Management from the Berlin School of Economics and Law. During her graduate studies, she specialized in Business Process Management, Data Science, Automation, and Big Data Analytics.

At AMR, her core responsibilities include data processing and analysis, the preparation and cleaning of complex datasets, survey scripting including logic and consistency checks, as well as conducting both exploratory and inferential analyses. Another key focus is the processing of unstructured data (e.g. open-ended responses) using advanced methods including Natural Language Processing and Artificial Intelligence. These approaches aim to enhance efficiency and ensure quality standards in market research.

Her work contributes to bridging quantitative methodologies with qualitative insights to support evidence-based decision-making. She is also involved in the development of predictive models to help anticipate future market developments.

»Data is the foundation of decision-making, but its true value emerges only through context-aware analysis. This is what transforms raw data into reliable insights.«
— **Shashikala Premarathne** (Data Scientist of AMR)

AMR Advanced Market Research GmbH has been analyzing markets and society since 1981, specializing in telephone surveys (CATI) for B2C and B2B target groups. With its own CATI call center and a global network of 600 interviewers, AMR conducts studies in 106 countries and over 30 languages.

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