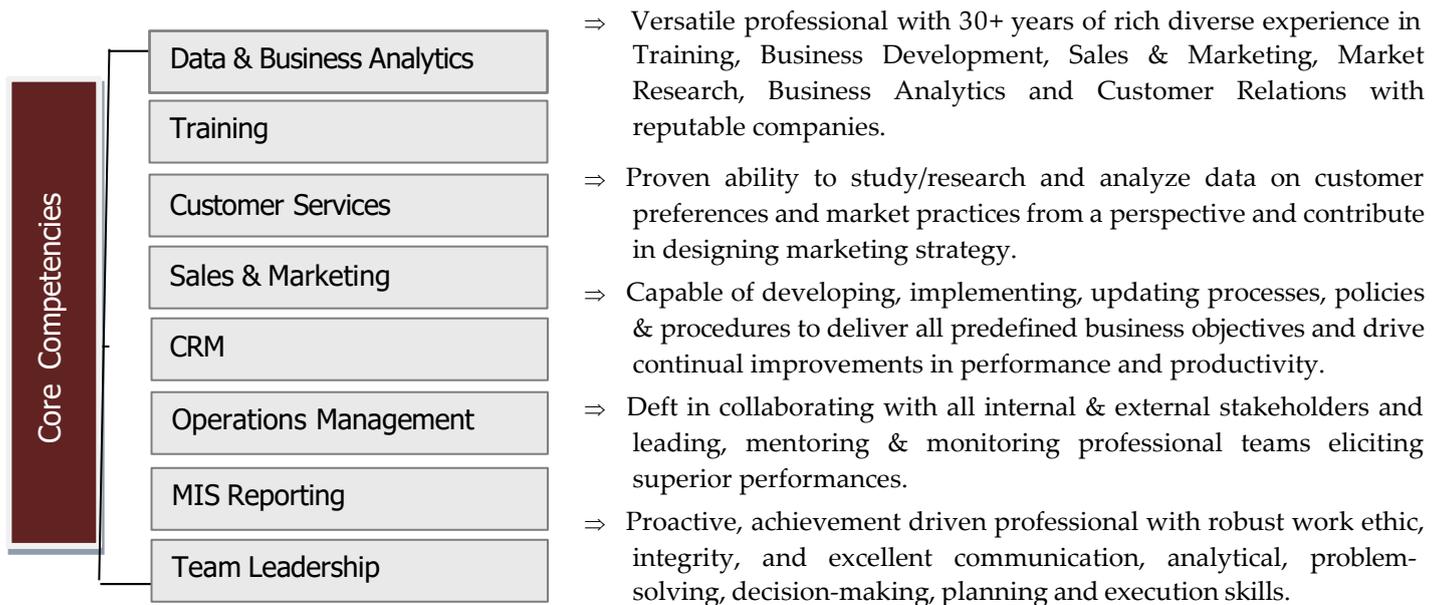


Dedicated and results-driven professional with over 30+ years of extensive experience in Training, Business Development, Sales & Marketing, Market Research, Business Analytics, and Customer Relations. Seeking an assignment where I can leverage my profound expertise to design and deliver cutting-edge training programs in Data Analytics, fostering skill development and driving organizational excellence. Eager to contribute my strategic insights, analytical prowess, and leadership skills to empower teams and enhance data-driven decision-making capabilities within a forward-thinking organization.

Executive Summary



Academic Qualifications

- ▶ **Postgraduate Diploma in Business Analytics**, Great Lakes Institute of Management Gurgaon, Apr 2014 – Mar 2015
- ▶ **MBA, Marketing & Operations Research**, Faculty of Management Studies, Sagar University Sagar, 1994
- ▶ **B.Sc. Mathematics & Physics**, Bundelkhand University, Jhansi, 1991
- ▶ **Six Sigma Green Belt Certified**, Benchmark Six Sigma
- ▶ Research Papers: *Opportunities & Challenges in the Field of Business Analytics* (2015) *Opportunities & challenges in marketing products manufactured by tribal's* (2014) – Indian Journal of Research.

Professional Experience

Free-Lancing Data Analytics Projects & Trainings | Aug 2020 till Date

Responsibilities:

- ▶ On-line and Off-line training of Data Analytics, Advanced Excel, Digital Intelligence, Data Visualization using Tableau, Power BI, Statistical Analysis Methods like Hypothesis Testing, Regression etc., Data Mining with ORANGE, to students & professionals.
- ▶ Integrated Generative AI within Excel, Tableau and Power BI to streamline complex data analysis, creating interactive and self-updating dashboards. Employed Generative AI to automatically generate data summaries and insights for dashboard users. Enhanced Predictive Analysis in Business Forecasting using Generative AI.
- ▶ Data Analytics projects with new startups, development sector and educational institutions.
- ▶ Empaneled with few Development Organizations for Microsoft Office & Digital Literacy Trainings.
- ▶ Associated with premium organizations & institutions for training & academic purposes.
- ▶ Mentor with Great Lakes, from 2020, for Post-Graduation & Executive Programs.

Responsibilities:

- ▶ Validating and modeling data with the purpose of understanding or making conclusions from the **data** for decision-making purposes.
- ▶ Educating and training internal stakeholders & external stakeholders to do basic data analytics.
- ▶ Training on Microsoft Office Tools & Power BI to Government Stakeholders.
- ▶ Statistical Validation of Assessment Tools, using R software.
- ▶ Create and maintain data visualizations with **Tableau** that uncover insights that can boost student achievement and improve operational effectiveness of the educational institutions.
- ▶ Conduct trending analysis to identify key cross-functional trends and patterns, highlight strengths and weaknesses, and provide recommended corrective actions. Develop programs, methodologies, and reports for analyzing and presenting data.
- ▶ Supporting cross-functional teams on day-to-day execution of projects and process improvements. Part of different project teams for Monitoring & Evaluation.
- ▶ Data generated by students, faculty, and administration, is analyzed to discover meaningful patterns, and is used to make important operational decisions.
- ▶ Capacity Building of internal and external stakeholders, across locations, to make Data Based Decisions. Doing Strategic Analytics- Predictive and Comparative Analytics, Tactical Analytics & Operational Analytics.

Virtus Realty Pvt Ltd, Noida, India | Head – Operations | Jan 2010 to Aug 2015

Responsibilities:

- ▶ Supervised sales & after-sales activities including documentation, agreements, on time stage-wise invoicing, collections, brokerage, receipts, transfers, possession, and resolution of grievances.
- ▶ Developed & implemented effective strategies to identify and acquire accounts and expand the customer base.
- ▶ Collated, **analyzed** customer feedback & implemented action plans to improve product & service satisfaction levels.
- ▶ Formulated, implemented, and updated processes & procedures for continual improvements in performance & productivity of operations.
- ▶ Developed & built Virtus as a brand with strong equity by planning, directing & executing all marketing activities. Led, mentored, trained & monitored the team eliciting consistently superior performances.

Highlight:

- ▶ Received awards from clients for outstanding contributions & excellent performance – 2 awards from Supertech & 2 awards from RG Group.

ProCall Ltd, Delhi, India | Head – Marketing | Aug 1998 to Jan 2010

Responsibilities:

- ▶ Managed business development initiatives including local promotional campaigns and pricing & sales schemes.
- ▶ Implemented measures to increase ARPU & cash flow based on market characteristics derived from **analysis** of market potential & market share.
- ▶ **Analyzed** potential for new products like global positioning system (GPS) & integrated digital enhanced network (iDEN) for vertical & horizontal integration with the existing product line.
- ▶ Interfaced with the market research agency and guided summer interns in conducting customer satisfaction & market potential surveys.
- ▶ Coordinated with Motorola & sister companies to develop & implement the brand marketing mix. Arranged sponsorship of events & participated in exhibitions in coordination with event management companies.

Highlights:

- ▶ Won Motorola Circle of Excellence Award for performance exceeding targets.
- ▶ Received Excellent Service Provider award from American Embassy
- ▶ Made major contributions in development of CRM software for the company.

Previous Assignments

- ▶ **Executive – Forex @ Wall Street Finance Ltd, India** (May 1996 to Jul 1998)
- ▶ **Sales Executive – Major Accounts @ Blue Dart Express Ltd, India** (Jan 1995 to Apr 1996)

Data Analytics Background

- ▶ **Data Analytics Constructs** – Linear Regression, Logistic Regression, Clustering, Decision Trees, Optimization, Text Mining, Data Mining, Time Series Forecasting

- ▶ **Functional Expertise** – Digital Marketing, Multi-channel Sales, Sentiment Analysis, Customer Churn, Pricing, Cross Sell, Customer Behavior Analysis using RFM
- ▶ **Industry Verticals** – Government, Education, Retail (E-commerce), Telecom, Real Estate | **Tools** – SAS, Tableau, Power BI, R Deducer and Commander, R Rattle
- ▶ **Projects**
 - *Propensity of buying by customer in E-commerce industry in current scenario* – Web Analytic project to predict and provide better understanding of individual-level buying behavior to improve conversion rate and decrease customer acquisition cost. Used statistical techniques & logistic regression for predictive modeling. Client: ShopClues – a leading Indian e-commerce company (<http://www.shopclues.com/>)
 - *Regression model based on National Sample Survey 66th round (NSS 66) for per-capita household expenses across India from socioeconomic variables & Proportion of household expenses on consumer durables in urban India*
 - *Diagnosis of the behavior of mobile application users of redBus – India’s #1 bus ticketing platform – in any given time period* (<http://www.redbus.in/>)

Trainings

- ▶ 8-week training in the Marketing Department of Grasim Industries (Textiles Division)
- ▶ 2-day training in Customer Services, DOOR Training
- ▶ 2-day training in Customer Sensitization, Team Productivity
- ▶ 2-day Digital Marketing Workshop, Digital Vidya

Date of Birth: 15 Aug 1972 | **Languages:** English & Hindi | **Nationality:** Indian
