**AGE : 39**

**RELIGION: HINDU**

**LOCATION : BANGALORE**

**Madan Mohan**

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**Summary**

* Manager in Analytics and Insights space with 10+ years of experience in FMCG domain, helping organizations to harness the power of data and take informed decisions with inquisitive thinking.
* **Completed Post Graduate Program in Business Analytics from Great Lakes Institute of Management**
* Core competencies involve understanding business problems and address them with the most optimized solutions.
* Experience in Linear, Logistic models and Decision Trees CHAID/CART/ Random Forest, Clustering, Discriminant Analysis, Natural Language Processing.
* Hand on experience in **R** software, basic SAS for various data cleansing and analyses.
* Extensively use **Nielsen & IRI** in house tools
* Converting information into actionable insights using **Tableau/ Micro strategy** for data visualization.
* Have worked in different projects in various domains namely HR analytics, Telecom.
* Have also worked in exploring and setting up **RPA** **solution** by coordinating with multiple teams
* Travelled on multiple occasions to Europe on business solutions seminars & meetings
* Highly persistent and motivated with willingness to assume responsibility

***Knowledge Purview***

**Tableau R SQL (exposure)**

**SAS/BASE Micro-strategy Python (exposure)**

**ORGANIZATIONAL EXPERIENCE**

***Sep 2009 – Present TATA Consultancy Services Delivery Manager***

**Profile:** **Delivery Manager and** **People scientist for Nielsen CS**

**Objective:** Leading and managing team of 30+ talented associates who provides quick and agile solutions to Unilever in order to help them expand their business in country and increase their penetration across categories.

* Managing the right level of experience within the team (Tech lead for the interviews – In & outside TCS)
* Providing proactive solution in space of Business insights, automation and visualization to Unilever
* Training and choosing right fit for the business (EU SME/coach & mentor for analysis studies)
* Effective resource planning (Study of individual TM progression and assigning the work based on their competencies)

**Project:** **Analyzing and segmenting employee data who are likely to attrite and can undertake preventive measures for the same (External)**

**Objective:** To identify key parameters which affect employee to attrite and generate various levels of risk of attrition

* Worked in team of two members and was responsible for data cleaning from unstructured data received from business unit, using **R/ R Studio** followed by modelling a **logistic regression**, to identify key drivers producing scorecards.
* Performed **CART analysis and Random Forest** for re-validation of the model results and provided likely and less likely to quit segments, which could help in retaining employees in future.

**Project: Building advance analysis system to minimize the time spent on querying the data**

**Objective:** Worked on POC model for client to help support end customer bringing efficient and agile solution.

* Worked individually on this project and was responsible for understanding current technologies within the organization
* Connected with multiple teams to share initial thoughts and brainstorming
* Created POC that can automatically generate top class visualization with automated insights on Laptop, Tablets and Mobile.

**Project: Business Value add for Nielsen**

**Objective:** To improve team performance by quantifying the benefits proposed to Nielsen End clients

* Was responsible for coming up with a systematic approach that can enable team to quantify their findings and provide accurate recommendations

***Oct 2006 – Jul 2009 Symphony Marketing Solutions (Now Genpact) Senior Process Associate***

**Profile: IRI client Solutions**

**Objective:** To understand business challenge of IRI customers and provide them Business Insights solutions that can enable growth.

* Category Analysis - Study on understanding of category, segment , competition & brand behavior to identifying trends, areas of concerns and opportunities
* NPD Analysis - Analysis to understand importance of NPD in a market and how NPD doing in the category, Opportunity areas & threat with qualitative recommendations.
* Distribution optimization - Consulting on optimal distribution for Core range of manufacturer by comparing like to like Sku's, preparing In-store negotiation presentations by evaluating competition weakness
* Price & Promotion mix - Evaluate promotion strategy across categories, Identifying right frequency and depth of promotions.
* Brand Performance tracking-Creating Brand health KPI to evaluate performance on continuous basis

**Project (External): Business Intelligence & sentiment analysis for Divvy Bikes**

**Objective:** To understand Divvy bike user’s pattern andprovidesolutions based on pattern/trends.

* Worked with team of 4 on the data available @ divvy sites along with pulling Tweets through API
* Initial challenges of heavy, unstructured, incomplete and noise in data. Pulled Geo locations through google to extend the study in order to understand the usage of stations
* Used **R Studio, Tableau** for showcasing the results

**ACADEMIC CREDENTIALS**

* **Post Graduate in Business Analytics** from Great Lakes institute of Management with Excellence grade in 13/17 subjects
* Bachelor in Arts with specialization in Travel and Tourism from Dyal Singh University (Delhi University) in 2006
* 12th from CBSE Board (KVS), in 2002 with subjects : Physics, Chemistry, Mathematics & Computer science
* 10th from CBSE Board (KVS), in 2000.

***Awards and achievements:***

* **Star of the year** award winner in TCS
* **TCS Idea Max** award winner
* **Hi-Potential program @ TCS**
* **Automation and Lego Champion**
* Multiple individual awards

***Interest:***

* Travelling & connecting with people around the world
* Playing games over console
* Music and watching football

**PERSONAL DOSSIER**

Date of Birth: 23rd Sep 1984

Address: G3, Vaibhav Arcade, 14th Cross, Phase 1, Electronic City, Bangalore - 560100

Passport No. M1222565

Languages Known: English, Hindi, French (Basic)