

# YOGESH S

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## PERSONAL DETAILS

Name	YOGESH S
Year of birth	1994
Nationality	INDIAN
Languages	English, Kannada, Telugu, Hindi
Present Position	Business Intelligence Specialist
Present Company	ABB GISPL

## PROFILE SUMMARY

- Business Intelligence Specialist with 4+ years of experience in data management, advanced analytics, data interpretation and visualization with the process-oriented skills to communicate with stakeholders.
- Aspiring for a leadership role in data analytics to design business intelligence solutions using analytics skills to advance the company's business operations.

## EDUCATION

QUALIFICATION	UNIVERSITY	Marks Obtained	YEAR
BE	PESIT South Campus	77%	2016
12 <sup>th</sup> Grade	The National PU College	86%	2012
10 <sup>th</sup> Grade	Vivekananda Educational Centre	70%	2010

## EMPLOYMENT HISTORY

POSITION	EMPLOYER	DURATION
Business Intelligence Specialist	ABB GISPL	Oct 2019 – Present
Data Analyst	Simplify 360	Oct 2018 – Sep 2019
Engineer	Ericsson India Global Services Private Limited	Sep 2016 – Sep 2018

## PROJECTS SUMMARY

### Pricing Analytics & Discount Management

Oct 2019 - Present

Employer - ABB

Tools – R, Python, Power-BI, excel, Microsoft SQL

- Willingness to Pay curve using historical price/ demand data to adjust the price of a product to maximize profits by analysing the trade-off among price, volume, and cost.
- Integration of discounts to price response curve to show how pricing KPIs vary with the change in discounts.
- Automated the calculation of Global List Price and Transfer Price discounts for highly configurable model codes. Created Power-BI visuals for discount distribution for different countries, products, and order size.
- Communicated discount patterns to the stakeholders and highlighted abnormal trends in discounts offered with the help of probability matrix and revenue heatmaps.

## Product configuration level analysis

May 2021 - Present

Employer - ABB

Tools – Python, Power-BI, excel reports, Microsoft SQL

### Options Analyser dashboard

- Enhanced the scope by automating the process of splitting SKUs and consolidating the quantities sold for Instrumentation products saving 80+ hours.
- Dashboard leverages planning of next generation product or platform and invest in the market by looking at the trend for certain options across the portfolio. Create a business opportunity by comparing configurable options between the devices of different product lines.

### Option level profitability analysis

- Analysed the option level profitability for EMF products using machine learning techniques to break down the impact of each variant on profitability.
- Price increase was recommended by identifying few critical options in each product and the resulting improvement in profitability was estimated.

## PVM Analysis

Dec 2020 - Present

Employer - ABB

Tools – Power-BI, PowerPoint reports, Python, Microsoft SQL

- PVM analysis to bridge the gap between Revenues & Margins using different levers – Price, Volume, Mix and Cost impact for two different time periods (prev. year vs current year).
- Automated the backend calculations of PVM analysis using Python. PVM visuals are integrated to the pricing dashboard highlighting countries and products with negative Price impact and profitability.
- Presented the analysis of critical products to stakeholders highlighting the actual cause for negative margins at sale order level using price, volume, cost components.

## Consumer Complaints Classification

Oct 2018 – Sep 2019

Employer – Simplify360

Tools – Python, excel, power point presentation

- Data pre-processing – data cleaning and NLP technique was used to process the text data.
- Built text classification model on users review data using machine learning techniques and created insights report based on the model classification.
- Worked on brand and competition analysis using social media data and communicated insights including end user demographic analysis, sentimental analysis, engagement metrics, audience segmentation and social media influencers for various clients.

## Network Optimization

Sep 2016 – Sep 2018

Employer – Ericsson

Tools – Python, excel, PegaPlan

- Traffic impact analysis to recover the traffic loss and coverage hole of 2G/3G sites by tilt optimization, sector split and sector addition, defining site neighbors and recommending technology addition.
- Developed a classification model to detect and anticipate if MHA (Mast Head Amplifier) is required for coverage impacting LTE-2600 band sites after pre-optimization process. This prediction of No MHA Required (NMR) occurrences significantly reduced the cost of on-site equipment installation process.

## TRAININGS

Data Science Pro-degree	Imarticus Learning, Genpact
Data Science/ML using Python	MydataCafe
AZ-900: Microsoft Azure Fundamentals	Microsoft Azure