



# Alston Quadros

Email: alston.quadros13@gmail.com

Github: <https://www.github.com/AlstonQ>

Phone: +91-8976018958

LinkedIn: [linkedin.com/in/alstonq](https://www.linkedin.com/in/alstonq)

## Work Experience

### BUSINESSNEXT

Pre-Sales Consultant  
(Sept 2022 – Present)

- Working on Bid Management like RFP/RFQ and Proposal Management over the globe (Regions: Middle East, SAARC, SEA and US)
- Work on building a functioning Sales Service Marketing Demos and executing customized for customers across multiple sectors of Business

### CRMNEXT (US)

Pre-Sales Specialist  
(Dec 2022 – Present)

- Architect in building DATANEXT a Data AI Tool for customer insights
- Automated Multiple business actions using SQL Scripting across an array of Databases such as MSSQL, Oracle, Mongo, Cassandra and PostgreSQL
- Collaborated on projects with clients across the globe (Middle East, Southeast Asia and America)
- Designed and architected multiple use-case POC for Clients across Banking Finance, FCMG, and other sector users.
- Build up a marketing tool to meet customer ask using Google Analytics and other SMTP, SMS API's using Python and AWS Lambda.
- Deployed Application on both Cloud and On-Premises Setup.

### Fractal.ai (Crux Intelligence) -

Customer Success Architect  
(Aug 2021 – Sept 2022)

### Reckitt

Data Engineer – CS (Contractor)  
(Sept 2021 – Sept 2022)

- Drove Customer Success and NPS of Reckitt through FY 2022.
- Optimized and migrated pipeline from Virtual Machine to cloud using Azure Clouds.
- Analysed KPIs and created Dashboards for the Sales team of Reckitt.
- Enhanced client's understanding of databases by creating manual dashboards and PowerBI reports.
- Improved customer satisfaction by resolving product issues | Worked on Swagger, Postman, Postgres & Spark SQL
- Increased revenue by working on Customer Relationship building & their issues as the primary contact.
- Built new data Pipelines on Python and SQL to implement hygiene sales data.
- Understood customer engagement and analyzed reports by using Mixpanel and OneSignal Tools.
- Led an initiative to help client evaluate our product by analysing user usage and its impact on their sales.

### CleverTap

Customer Success Engineer  
(Jul 2020 – Aug 2021)

- Provided a deeper understanding of the product to our customer by solving business use-cases.
- Assisted multiple clients with Technical Support to integrate our tool on their Mobile/Web Application
- Engaged with Customers and teams like Engineering and Product to solve critical, complex issues related to products in a timely manner.
- Interacted with Sales and Finance team, for Customer Demos and Billing related issues/changes
- Improved product documentation by writing, reviewing, and assisting the Documentation Team.
- Provided Custom Solutions such as Cloud Connection and APIs for seamless connectivity to your databases
- Worked on Firebase, APNS, JavaScript, HTML, Email/SMS API's and Splunk
- Created a Custom API Code using Google Sheets for customer to upload data into our product using Sheets Macros
- Solving and Driving Mobile Marketing for Clients

## Publications

### Route and Cost Optimization

- Published** a paper in **IRJET** for the project using ML | Received the **highest grade** in the evaluation
- The final path is **95% the best path** apart from the possibility of roadblocks or other similar issues  
<https://www.irjet.net/archives/V7/I7/IRJET-V7I7583.pdf>

### Text summarizer for URL and .docx

- Co-authored** a paper in **IJARCS** for the project using NLP | Received the **highest grade** in the evaluation
- Reduced **time taken by 80%** to read and understand an article from a webpage or a document  
<http://www.ijarcs.info/index.php/ijarcs/article/view/6639/5360>

## Internship

### The Shaadi Times –

Data Analytics Intern  
(May - Jun 2020)

- Worked on a magazine initiative of Shaadi.com.
- The project consisted of analysing the impact of the Air Quality Index, Pre and Post Lockdown which was imposed in India from March onwards.
- The tools used in my analysis were Python, Excel and Tableau.
- Reference - National AQI index website, Newsletters (TOI, Hindustan Times)

### Cloud Counselage Pvt. Ltd. -

Data Science Intern (Mar  
2020 - Jun 2020)

- Worked on the Data Science Project to handle the database and maintain the ACID properties on the overall database. Scripts were run to check for redundant rows.
- Also worked on the basics of Cloud Computing and we can merge DBMS on the cloud.
- Parallely worked on a basic end project which checks a CSV for Blanks and Duplicates.
- Eradicates it and Uploads the Data to the S3 Bucket.
- The Blanks and Duplicates are logged in the GUI for the user to review and re-upload.

### Logibricks Technologies Pvt

Ltd - Data Science Intern (Jun  
2018 - Jul 2018)

- Created a project that consists of a prediction algorithm to schedule movies, TV series etc for a movie channel, based on parameters such as basic viewing time, TRP, Ratings, and Cast to schedule a daily format for each channel.
- Algorithms used: Naive Bayes, Random Forest, Logistic Regression and Decision Trees.
- Accuracy Metrics: RMSE, Confusion Matrix and F1 Score.

Degree	School Name	Year of Passing	Percentage / CGPA
SSC	St Dominic Savio High School	2014	85.4
HSC	Acharya A. V Jr College (SVKM)	2016	76.7
BE (Computer Engineering)	St Francis Institute of Technology	2020	7.5

Project	
Website Portfolio – Radiant Arc	<p>Following is a detailed Website portfolio built with Radiant Arc till the time of the creation of this resume.</p> <ul style="list-style-type: none"> <li>• <a href="https://www.metabolicealthindia.com/">https://www.metabolicealthindia.com/</a></li> <li>• <a href="https://www.evolvernowmedia.com/success-stories">https://www.evolvernowmedia.com/success-stories</a></li> <li>• <a href="https://www.metabolicealthconference.com/">https://www.metabolicealthconference.com/</a></li> <li>• <a href="https://www.trumpetshoes.in/">https://www.trumpetshoes.in/</a></li> <li>• <a href="https://alstonq.github.io/">https://alstonq.github.io/</a></li> <li>• <a href="https://alstonq.github.io/Carebear/">https://alstonq.github.io/Carebear/</a></li> <li>• <a href="https://radiant-arc.com/">https://radiant-arc.com/</a></li> <li>• <a href="https://alstonq.github.io/RadiantArc-II/">https://alstonq.github.io/RadiantArc-II/</a></li> </ul>
Campaign Management via Google Sheets	<p>This project involves creating a streamlined and user-friendly system for managing email marketing campaigns directly through Google Sheets. Leveraging the collaborative and accessible nature of Google Sheets, the platform aims to simplify the campaign management process for businesses and marketing teams. Key features of this project include:</p> <p>Template Creation using HTML, Realtime Tracking of Response (Sent, Opened, Clicked), Dashboard for analytics of Performance, Easy Maintenance of Campaign Mailing List</p> <p><a href="#">Google Sheet Link</a>, <a href="#">Script Link</a></p>
Realtime Web/Behaviour Analytics - <b>BUSINESSNEXT</b>	<p>This project was made for a Proof of Concept of BUSINESSNEXT where we showcased the customer, insights of Customer Behaviour on the Website</p> <p><b>Highlights of the Project:</b> Google Analytics Integration with Google Sheets, Google Sheets hosted as API endpoint with Authorization and Authentication, Realtime import of data into the CRMNEXT system using Webhooks.</p>
Product Adoption and Impact Analysis - <b>Fractal AI</b>	<p>For Crux Intelligence, to showcase product aid to Sales Team of reckitt, A project was create to consolidate multiple datapoints of Customer App Usage from multiple tools such as, Mixpanel, OneSignal and custom JavaScript Triggers and it's co-relation to sales data, showing direct correlation and proportionality between Crux Intelligence Application usage and Sales done by Sales Reps over multiple KPIs such as Must Sell List, In Market Sales, Lines Per Store, Total Distribution Points, Effective Coverage, etc across both traditional and modern trade.</p>
Realtime Data Upload via API using Google Sheets - <b>CleverTap</b>	<p>To aid Customer Faced Problems where CSV Upload Function was under Fix and the customers couldn't consume CleverTap API to upload the data into the system. I created a google sheet API using JavaScript / AppScript that was completely autonomous where the customer just had to fill a sheet where the client can fill data and at the click of a button the APIs will be consumed in the backend and the data will be ingested increasing ease of use for business customers.</p>
Text Summarization	<p>This project was created with the intention of saving time on reading to attain useful information. The application supported a Python (Tkinter) created User Interface; it summarizes offline text files as well as online websites. The backend works on concepts such as Text Rank, analyzing POS tags using NLTK and Elimination of similar sentences using Cosine Similarity metrics. This project helped me step outside the bounds of basic Machine Learning and explore the concepts of Natural Language Processing. <a href="#">Link</a></p>
Route and Cost Optimization -Syngenta Pvt Ltd	<p>The idea of this project is to focus on the need of a warehouse for efficient quick and safe commuting of goods, to aid the problem by generating shortest routes for their transporter based on parameters such as distance, traffic, tolls, etc. The route will be the most time and cost-efficient and will also allow the warehouse in charge to track all such commutes of his goods on a single screen. The project is an outhouse project in collaboration with Syngenta Pvt Limited. The project includes features such as Live Tracking, Inventory Management, Multiple Shortest Route Detection, OCR among others. The architecture of the project will consist of a Desktop Application (written in python) and a Mobile Application (created on Android Studio). This project will help a lot in acquiring beneficial insights into the logistics and supply field of the industry.</p>
Optical Character Recognition	<p>Program using Google Tesseract to convert Videos into Images for Object Detection and convert image Text to Speech which could aid the user to read/interpret visual text</p>
Covid Vaccine Notifier	<p>Created a website for people in a particular area to understand vaccine availability and get notifications via Email/SMS about the availability of Vaccines in nearby hospitals according to dose</p>
<b>Skills</b>	<p>Microsoft Office • HTML • Leadership • Public Speaking • Python • Data Analysis • Google Analytics • PowerBI • SQL • Android Studio • Swift • Firebase • Azure Cloud Services • SparkSQL</p>
<b>Responsibility</b>	<p>Public Relations Head – Computer Society of India</p> <p>Annual Day Mentor – St Francis Institute of Technology</p>
<b>Hobbies</b>	<p>Football • Skating • Weightlifting • Swimming • Badminton • Table Tennis • Skipping • Guitar • Cajun • Harmonica</p>