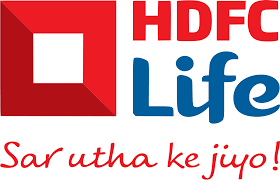
**Date** – 9th March, 2023

**Designation** – Senior Business Analyst (Manager)

**Department** – Data Labs

**Organisation** – HDFC Life Insurnace Company Limited

During the period 1st April,2022 – 8th Mar,2023, I have been able to accomplish following goals :

1. **KRA – IRM Projects**

**A.1 KPIs**

i). IRM - New Development / Deployments, New Products as per stakeholder committed timelines and expectations

ii). Maintenance of all existing IRM projects - Engage with vendor, Build AMC and ensure minimum downtime

iii) IRM IIB data Analytics for creating new solutions or insights for the stakeholders

iv) MIS, reporting and governance as per project / stakeholder requirements

**A.2 Achievements**

**1. Development/Deployment of Projects**

i) Actively involved for 3 months (Aug'22-Oct'22 ) in UAT stage for for creating different test scenarios, tracking all successful and unsuccessful results, coordinating with UW/NB/Risk team for all required changes in IRM API etc.

ii) Successfully deployed IRM-IIB TeBT integration - Claims Module on 17th Aug,2022

iii) Successfully deployed IRM-IIB TeBT integration - NB Module on 4th Nov,2022

iv) Documentation of 3 new 'Change Requests' and revising 'IRM-IIB Rule sheet' as per the requirements from UW team. This involved weekly meetings with internal stakeholders, technical feasibility checks and coordinating with vendor for required development

**2. Maintenance activities**

i) Total 3 Announcement mailers to all users (TeBT and/or Portal) when services are down from IIB/ issue with EDW or ADCAT DB tables/Delayed jobs on ADCAT DB or for any other reasons.

ii) Have resolved 10+ post production issues on policy and system level in TeBT integrated system

iii) Updating product type and product uin tables on IRM DB - UAT and Prod environment on monthly basis

iv) Updating high risk pincodes, high risk products tables as required by Risk team

v) Raising DDSR/Release cards whenever any updation of tables/deployments are done.

**3. IRM-IIB Data Analytics**

i) Conducted weekly meeting with L1 and L2 from Oct 1st,2022-Dec 1st,2022 to discuss the analysis/insights that can be gathered from all data logged with IRM DB.

- Mapping of all red flags against final decision taken by UW/Claims to check IRM-IIB Rule effectiveness

ii) Preparation of Monthly level failure reports for 3 months (Dec'22, Jan'23 and Feb'23) was prepared to analyze quantum and type of error received from TEBT/IIB

iii) Preparation of Monthly level login data analysis to check IRM -IIB Rule effectiveness

**4. Adhoc tasks**

i) Providing access to new users of IRM Portal as per the requirement from UW/EDM UW/Claims team post receiving approvals

ii) Monthly reports to Risk team on IRM-IIB Portal usage and IRM-IIB TeBT integrated system

iii) Maintaining communication on WhatsApp group as well for all issues reported by users

iv) RCA of issues reported by Portal or TeBT users or Risk Team as and when comes

v) Evaluation of infrastructure costs of IRM-IIB Portfolio for Budgeting

**5. Vendor Management**

i) Extension of PO of existing Vendor - Deepu Channabasppa from Virtusa , this involved running though the CV of existing vendor, conducting research on available vendors to know which vendors offer the best pricing and product quality.

ii) cordinating with procurement team, Vendor on timely issue of new PO

iii) Timesheet approval on monthly basis

iv) Validating invoices and getting approvals from L1 for further process

**B.KRA – Sales Analytics**

**B.1 KPIs**

1. Delivery of projects / model scoring activities as per Channel requirements
2. Strong business engagement through Monthly leadership reviews, Quarterly Analytics strategic reviews, and getting analytics integrated in Channel MBR
3. Enable 3 key analytics wins for the channel every quarter / 3 project showcases every MBR
4. Project quality & thought clarity - minimum rework/ feedback changes
5. Project design thinking - design for changing requirements/ define direction

**B.2 Achievements**

1. **Micro-Market Pincode Analysis**

i) Delivered on 15th Feb,2023 in TAT of 15 days which summarized the business sourced (NoP and EPI wise) by agency channel compared with rest of the channels at 20k+ customer pin codes covering PAN India

ii) 556 target pincodes are shared basis agency market share, micro market flag and customer occupation

iii) Received appreciation from channel which later showcased this project in their Blue Sky FY2023-24 strategic goals

iv) Project was acknowledged and presented in Monthly Business Reviews of Feb,2023 by Datalabs department

**2. FAME Dosseir**

i) Data collection from 3 different SPOCs in 5 days, 1 CRF on 7140 agents on 11 different parameters

ii) Insights were drawn and waiting for channel for any new requirements.

**3. Mapping of Product Recommendation**

i) 48000 leads in Brokers Family xsell - 4th Jan, 2023

ii) 1378 leads Saraswat family xsell- 20th Jan,2023

iii) 1 lac leads of Direct Family cross-sell leads for birth anniversary in Feb/Mar - 2nd Feb,2023

iv) ~600 leads in Leena Kapoor's NB client list - 3rd Mar,2023

v) 10,000 leads in Agency family Upsell - 9th Mar,2023

**4. Other major analytics projects with Vaibhav Wankhede**

FLS Attrition scoring and tracking, Direct channel loyalty data tracking, Underinsured target base, PoC data , Annuity xsell analysis were done.

**Comments:**

i) I would like to target and grab more analytics project independently in my portfolio from next financial year onwards.

ii) I acknowledge my written communication but will remain committed to improve on verbal communication at same time.

**C.KRA – Analytics Tech and Improvements**

**C.1 KPIs**

* 1. Develop and Implement NEW analytics technology in work / Improve as-it-is process
  2. NEW tech capability development in the team

**C.2 Achievements**

i) Creation of failure tables to record all error cases registered with IRM Portal or IRM-IIB TEBT Integrated system to do RCA at application level.

ii) Held Knowledge transfer session on IRM-IIB NB project along with how IRM Data gathered from NB can be useful to Predictive Modelling team of Datalabs.

**D. Organisational Level**

**D.1 KPIs**

i) Departmental activities (Team engagement, Decks for internal or external stakeholders, Infrastructure maintenance [like shared drive, access controls, laptop configuration, vendor on-boarding etc.] New joinees on-boarding, New vendor on-boarding and associated activities)

ii) Self learning and development

**D.2 Achievements**

**1. Following Decks for internal stakeholders were prepared -**

1. COO Townhall - 3rd Feb,2023
2. Bluesky Strategies on Integration of ChatGPT with existing system - 24th Feb,2023
3. Detailed slide on IRM-IIB for COO Review, Feb 2023
4. MBR - Agency detailed slide for Feb,2023
5. HDFC Sales target CP Analysis - 23rd Jan,2023
6. MBR - collation of data from different SPOCS (Apr'22-Aug'22)
7. MBR – Banca and loyalty detailed slide for Aug,2022

**2. Infrastructure maintenance activities**

i) Access of ms teams, citrix application to Vendor - Deepu

ii) Shared drive folders access to new joinees

**3. Participated in datalabs team offsite conducted on 6th Dec,2022**