

Avinash Pandey

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EDUCATION

PGDM , Marketing

Institute for Technology and Management , Maharashtra (2019 - 21)

BBA

Lovely Professional University , Punjab (2014 - 17)

SKILLS & COMPETENCIES

Data Collection and Management | Data Cleansing | Data Transformation | Data Preprocessing | Statistical analysis | Data Analytics | MySQL and Database querying | Attention to Detail | Accuracy | Communication and Interpersonal Skills | Adaptability | Flexibility | Teamwork and Collaboration | Learning Agility | Proficient in Python and SQL Programming | Numpy | Pandas | Data Visualization | Seaborn | Matplotlib | Quantitative Analysis | Relational Databases | ETL |

PROFESSIONAL EXPERIENCE

RELIANCE AJIO , Pune, Maharashtra

July 2022 - Feb 2023

Sales Officer

- Achieved 20% increase in sales by identifying key market trends through thorough market research.
- Utilized key stakeholder engagement and data-driven tactics to successfully promote the adoption of forward-thinking solutions.
- Guided stakeholders through AJIO app registration resulting in a 40% increase in online B2B platform usage.
- Collaborated with stakeholders to identify touchpoints and pain/pleasure points, leading to a 25% increase in customer retention.
- Achieved exceptional service delivery by advocating for use of AJIO app to efficiently stock and restock, resolving day-to-day issues and objections.
- Successfully addressed objections, questions, and queries, providing stakeholder's with precise information to ensure satisfaction and facilitated informed decision-making.
- Cultivated and maintained long-term relationships with retailers, earning their confidence and trust through personalized support and strategic offerings.
- Boosted stakeholder retention by 25% through proactive engagement and personalized deals, resulting in increased revenue for the company.
- Proactively engaged with stakeholders, ensuring retention, and consistently provided customized deals and offers tailored to their specific needs and requirements.
- Established strong relationships with key clients, resulting in 30% increase in repeat business , referrals and customer satisfaction.

ONDIRECT MARKETING SERVICES LLP , Pune, Maharashtra

Oct 2021 – June 2022

Research Analyst

- Increased lead generation efficiency by 50% through utilization of Boolean operators and advanced search techniques.
- Leveraged advanced tools including LINKEDIN (Sales Navigator Core), APOLLO, INDEED, (ATS) CEIPAL and SLINTEL for comprehensive data extraction/sourcing, cleansing, and analysis across diverse projects.
- Applied effective methodologies to identify highly qualified candidates as per client requirements, ensuring fulfilment of responsibilities.

- Developed and implemented a new data collection resulting in a 15% reduction in research time.
- Conducted meticulous research and analysis, spanning various domains such as IT, Healthcare, Sales, and Marketing.
- Executed data-driven analysis, proactively reaching out to hundreds of potential prospects on a regular basis.
- Demonstrated a professional approach in communication, ensuring impactful engagement with candidates.
- Implemented data-centric communication strategies, adhering to systematic processes, and continually enhanced accuracy through ongoing learning.
- Conducted global operations, connecting with countries such as the US, UK, and across Europe (APAC/EMEA).

PROJECT

Web Scraping Project - Laptop Data Extraction

- Accomplished web scrapping, scraped from Flipkart.com. Extracted comprehensive details of over 1900 laptops.
- Leveraged and utilized advanced Python libraries including Pandas, BeautifulSoup, and Requests for streamlined data extraction and manipulation.
- Acknowledged the dynamic nature of web content, implemented error handling mechanisms to gracefully address potential challenges. This ensured a smooth and error-free extraction process.
- Employed Pandas to normalize the extracted information into a structured dataframe, facilitated effective data cleaning and analysis.
- Conducted Exploratory Data Analysis (EDA) to uncover valuable insights and trends within the dataset.
- Utilized visualization techniques to present findings, enhancing the interpretability of data for strategic decision-making.
- Loaded/stored the cleaned , transformed and structured data into mysql using python library sqlalchemy.

INTERNSHIP

Accenture - Navigating Numbers (via Forage)

- Addressed complex business problems with strategic precision, leveraging analytical prowess and data-driven solutions.
- Managed the entire data lifecycle - Data Collection, Data Cleaning , Data Preprocessing and Data Modelling. Conducted comprehensive analysis of transformed data, yielding actionable insights.
- Uncovered hidden patterns and generated actionable insights to drive informed business decisions, utilizing advanced analytical techniques.
- Presented findings with visually compelling Charts and Graphs, offering a holistic view and enhancing understanding of business performance metrics.

COURSE & CERTIFICATIONS

Masters in Data Science , Console Flare
 Pandas Certification Course , Data Flair
 Numpy Certification Course , Data Flair
 Matplotlib Certification Course , Data Flair