Dheepak V A

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SUMMARY

- Solution-driven Mechanical Engineer with 4 years of experience in Automotive Ancillary Manufacturing Company, seeking an opportunity to use my technical, analytical, and management skills to create cost-effective solutions and better efficiency.
- Exposed to Business Analysis, Product Development, Product Management, Market Research, Costing and Pricing, Operations and Supply Chain Management, Process Modeling, Resource Planning, Vendor Management, Business Development, Customer Handling, Customer Support, B2B Sales, and People Management.

KEY SKILLS

- Data Analysis, Manipulation, and Visualization: Advanced Excel, PowerPoint, and Power BI
- Data Modeling: SPSS (Regression Modeling)
- Competencies: Excellent Documentation, Data-Driven, Adaptable, Presentation Skills, Stakeholder Engagement, Complex Problem Solving, Continuous Improvement Oriented, Accountable.

PROFESSIONAL EXPERIENCE

Engineer - Product Development and Management, Hi-Tech Arai Private Limited, Madurai.
Nov'2019 ~ Dec'2023

Business Analysis and Strategy

- Worked on product **cost breakdown analysis** by analyzing Operations data from ERP and Market Research data, with suppliers and customers for product price increase which contributed to profit and **12%** increase in the share of businesses.
- Played a significant role in working on **profitability** by Operations and sales data analysis, identifying fast/slow moving stocks, raw material market trends, and customer/product segmentation by translating data into an actionable insight helping Stakeholders to overview the company's profit and performance.
- Responsible for generating and managing **reports** on raw material price and Forex fluctuation and its impact on product cost/price every month and quarter.
- **Introduced** the concept and scope of Data Analytics, ML, and AI in the company for data-driven decision-making and automation.
- **Modernised** Data analysis and reporting using the Power BI dashboard yielding better insight and time management.

Product Development and Management

- Responsible for collecting project requirements with Request for Quotation and communicating project timelines, roadmaps, status updates, and deliverables both internally and externally.
- Worked cross-functionally in Developing Oil Seals, Dust Seals, Valve Stem Seals, O-rings, Gaskets, and joint Carburettor for various leading **OEMs** and **Tier-1** Automotive Ancillary Companies.
- Reduced **40%** in child part cost and procuring time by performing Technical and Business Analysis for material alternatives and localization.
- Actively involved in Procuring imported raw material/child parts and supporting production during the COVID pandemic.

- Contributed to Analysing Business Value, Developing, Managing, Pricing, and Supplying the products to customers from the **prototype to mass production** stage efficiently.
- Ensuring better performance of the product by analyzing Material testing and Product testing data.
- **Reduced critical field failure** complaints by analyzing reported parts for technical root causes and suggested improvement in assembly/application conditions.

Customer Relationship / Engagement

- Actively involved in managing leading **OEMs** (IYM, IKM, RNTBCI, BAL, TVSM, M&M, MEML) and **Tier-1** Companies (Rane, KYB, Endurance, Rambal, TVS SS) as a Technical and Commercial window person.
- Built and maintained strong relationships at diverse levels and departments of customer organizations.
- Supported customers with the successful development and delivery of Products and Services effectively.

People Management

- Managed and Collaborated with Operations, Quality, and Sales personnel to develop a product prioritizing the customer's requirement and ensuring the project timeline.
- Led Purchase, Finance, Production, Quality, Supply Chain, and Sales teams in the development and delivery of Products effectively.
- Led Operations, Accounts, Finance, and Purchase team for product cost breakdown analysis.
- Trained engineers for business analysis and product management.

ACADEMIC PROJECTS

- Analysed FADA sales data for commercial and passenger vehicles of TATA, Maruti Suzuki, and Mahindra from 2020~2022, found that TATA sold more commercial vehicles, Maruti Suzuki sold more passenger vehicles, and passenger vehicles contributed as **KPI** in sales of all the brands using **Excel** and **Power BI**.
- Worked on case-based **Secondary Market Research** on global procurement of Lithium-Ion batteries for alternative sourcing opportunities [View Project](#)

EDUCATION

Post Graduate Diploma – 2022 ~ 2023

- Data Science and Business Analytics in Marketing Analytics and Financial Risk Analytics Specialization
  - Thiagarajar School of Management, Madurai.

Bachelor – 2016 ~ 2019

- Mechanical Engineering - PSNA College of Engineering and Technology, Dindigul.

Diploma – 2014 ~ 2016

- Mechanical Engineering – Nagasiva Polytechnic College, Madurai.

CERTIFICATES AND INTERNSHIPS

- Undergone In-Plant training in Truck Engine and Vehicle assembly and hands-on training in Engine Research and Development at Ashok Leyland, Hosur.
- Participated in Motorbike engine dismantling and assembling workshop at Madras Institute of Technology, Chennai.
- Certification on an internship in dismantling and assembling engine, transmission, and other systems of cars and motorbikes at Goodwin Motors, Chennai.
- Undergone an Industry attachment programme in Roots Industries India Limited, Coimbatore.