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**EDUCATION****University at Buffalo, The State University of New York**

Masters in Data Science and Applications [4.0 / 4.0]

**Institute of Management Technology**

Post Graduate Diploma in Management: Marketing [7.21 / 10]

**Indian Institute of Technology**

Bachelor of Technology: Engineering Physics [7.04 / 10]

**Buffalo, NY, US**

(expected) Dec 2022

**Ghaziabad, UP, India**

Jul 2012 – Mar 2014

**Guwahati, AS, India**

Jul 2006 – May 2010

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**RELEVANT COURSES**

Database Management Systems, Statistical Data Mining, Probability Theory, Machine Learning

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**SKILLS**

R, Python, SQL, Tableau

Algorithms, Statistics, Probability

Data Mining, Machine Learning

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**EXPERIENCE****Dharmya Business Ventures Pvt Ltd**

Consultant - Product and Sales

**Bengaluru, KA, India**

Aug 2020 – Jul 2021

- Analyzed product sales, transaction values and customer feedbacks to recommend changes in product mix to increase revenue
- Scouted for manufacturers of new products and closed deals within set timelines and budget. Added 6 new manufacturers, supplying over 13 products, resulting in an incremental revenue of USD 2,700 in 3 months

**Tracxn Technologies Pvt Ltd**

Associate Vice President

**Bengaluru, KA, India**

Jul 2019 – Aug 2020

- Directed automation team as a Process Owner; expertise in end-to-end process designing, including requirement gathering, planning & implementation, process automation, KPI formulation, launch, and maintenance
- Assessed effectiveness of existing processes; redesigned & modified workflows and automation logic to reduce process failure rates and internal tickets by 90%
- Executed multiple large-scale projects while liaising with cross-functional departments; drove initiatives to reduce errors on Tracxn platform resulting in a 30%+ decline in client complaints

**Vedic Roots (BVS Nature Fresh Products Pvt Ltd)**

Head of Operation

**Hyderabad, TG, India**

Feb 2017 – Jun 2019

- Managed set-up of Ayurveda business from scratch; strategized, formulated, and implemented measures to ensure top-notch profitability; attained sales worth USD 35,000 within 6 months of launch
- Designed, developed, and implemented strategy to exceed revenue targets, and boosted footfalls & brand loyalty
- Overhauled customer satisfaction through multiple initiatives using Customer Analytics:
  - Redefined company focus based on customer loyalty cohort. Key focus categories, product lines and cities identified (based on Recency, Frequency, Purchase diversity and Profitability)
  - Identified High-value segment growth drivers. Ascertained cross-selling and up-selling opportunities across categories to enhance customer lifetime value

**Silver Star Mercedes-Benz**

Head of Strategy and Analytics

**Hyderabad, TG, India**

May 2016 – Dec 2016

- Played a key role in CEO's Strategy & Advisory Team; planned & executed go-to market strategies and achieved YTD sales 150%, after-sales 140%, and marketing metric at 180% with highest customer satisfaction score PAN India
- Hired, coached, and mentored a team of 6 professionals
- Collaborated with cross-functional teams and collectively implemented solutions to obtain a 10% increase in net income
- Led conceptualization of after-sales tools; adopted & administered by OEM all over India; enhanced profits by 5% and accelerated employee productivity to 75% from initial 45%

**Jubilant MotorWorks Pvt Ltd**

Senior Business Analyst

**Bengaluru, KA, India**

Nov 2014 – May 2016

- Set-up end to end Business Intelligence and Key Business Metrics reporting
  - Created intelligent self-serve CXO dashboards on Excel and QlikView representing Key Metrics: Break-even analysis (Margin analysis), Customer/Seller cohorts, NPS & CSAT score
  - Devised performance scorecards for categories and automated monthly MIS Reports & Finance Scorecards
- Contributed as key player in 3 acquisitions and improved brand presence by 300% and geography growth of 150%
- Planned & enacted measures to increase net income of company by 5% in allied vertical through identification of revenue opportunities; achieved net growth of 500% in net income from vertical