# ­­Aayush Halgekar

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**EDUCATION**

**Dwarkadas J. Sanghvi College of Engineering, BE Computer (9.32 CGPA) Current**

- Minor: Data Analytics, certified by IBM

Relevant Coursework: Analysis of Algorithms, Data Structures, Operating Systems, Computer Networks, Machine Learning, Data Warehousing and Mining

**Examples:**

**D. J. Sanghvi College Of Engineering, University of Mumbai, India Expected: May 2019**

Candidate for Bachelor of Engineering in Electronics and Telecommunications

Relevant Coursework: Digital and Analog Communication, Computer Communication Networks, Discrete Time Signal Processing, Television Engineering, Random Signal Analysis, Communication Engineering, RF Modeling and Antennas, Mobile Communication, Optical Communication Networks and Microwave And Radar Engineering.

**Mukesh Patel School of Technology Management & Engineering, India May 2016**

Secured a Bachelor of Technology in Computers with *Distinction* (86%)

Received the Sir Dorabjee Tata Scholarship for academic excellence covering full tuition for the academic years 2013-14, 2014-15 and 2015-16

**Veermata Jijabai Technological Institute, Mumbai, India. (VJTI) May 2019 (Expected)**

Candidate for Bachelor of Technology in Computer Engineering

Secured *Distinction* (CPI of 8.8/10) in the first six semesters.

Relevant Courses: Data Structures, Algorithms, Operating Systems, TCP/IP, Network Security and Management, Database Management, Compiler Construction, Computer Organization, Software Engineering, Cryptography, Web Technology etc.

**Kishinchand Chellaram College, University of Mumbai, India Expected: May 2019**

Candidate for Master of Arts in Entertainment, Media and Advertising.

Secured **Distinction** (74.58%) in the first two semesters.

**S.I.E.S. College, University of Mumbai, India May 2014**

Graduated as a Bachelor in Mass Media (Specialization in Advertising).

Secured **First Class** (64.67%) and was ranked 2nd in a class of 60.

**PROFESSIONAL EXPERIENCE**

**Name of Company, City starting and ending month and year**

*Position – Department*

* Using bullet points describe each point. Always start each point with an action word. Such as Developed, Assisted, Designed, Spearheaded, Led, Constructed, Formulated, Planned, Optimized etc. A list has been provided to you for the same. This could be in present tense or past tense depending on when you have don’t the work.
* If your company is not a well known one then you can also mention a line as to what the company does.
* Sometimes if your work entails a lot of verticals/projects then you can list the verticals/projects and write down what you did in each using bullet points.

**Examples:**

**Neuraltechsoft Solutions Pvt. Ltd., Mumbai Dec 2012 - Aug 2013**

*Associate Risk Consultant*

NeuralTechSoft is a leading consulting and training firm that specializes in risk management, treasury management.

* Worked on Regulatory Stress Testing for Credit and Market Risk under BASEL II framework.
* Led the project for Market Risk Modeling under BASEL III (VaR Models).
* Working at Credit Risk Modeling and Validation under BASEL III (PD, LGD & EAD) using methods such as logistic regression, decision trees for global clients in a team.
* Designed the algorithm behind a FX simulation game (BOURSE GAME) which is now used by The Reserve Bank of India for internal training purposes.
* Assisted and presented in R workshops organized by Neuraltechsoft in association with Rmetrics at various banks and universities in India.

**Ernst & Young, Mumbai, India** **July 2014 – Present**

*Analyst (*Verticals: Telecommunication, Media, Technology)

* Performed an information security assessment of vendor facilities on behalf of a major US pharmaceutical firm to mitigate the risks involved and ensure data privacy.
* Conducted an intensive market research on the trends of e-commerce industry to pitch to prospective EY clients.
* Executed ISAE 3402 review by conducting interview discussions with concerned application development and maintenance owners and support functions for IT General controls.
* Created effective licensing propositions for various software vendors such as Microsoft, Autodesk and Adobe.
* Collaborated with Microsoft in identifying regional sales opportunity, performed license negotiations to drive sales executions and revenue attainment.
* Performed client profiling and market research for pitching to prospective clients
* Led Multiple Enterprise Advisory engagements, defined baselines and advised multi sector clients on software Licensing Optimization and business processes aligned to ISO 19770.
* Delivered cost savings amounting to USD$ 225,000 in software optimization for one of the largest real estate firms of India.

**Ogilvy & Mather, Mumbai, India May - July 2015**

*Intern – Account Management*

* Assisted Account Supervisors in managing various accounts, including Vodafone, Tata Motors (Tata Sumo and Tata Safari), Land Rover, Ceat Tyres, Eris and Ruosh.
* Ideated and created TVCs, print advertisements, radio advertisements, brochures, billboards and point-of-sale material to position the brands.
* Conceptualized and drafted storyboards and animatics for various TVCs. Assisted in photography and the production process for the television commercial shoots.
* Conducted various primary and secondary researches for the brands and derived various insights.

**Akurvat Marketing & Services LLP, New Delhi Oct 2013 – Present**

*Co-Founder & Product Head*

A startup with its flagship product COUPIK- a first of its kind platform in India, wherein complimentary offline businesses (Retail, F&B, Entertainment etc.) can connect and cross promote each other at their respective business locations.

**Project: Name of the project**

* Led the development of a full stack web product built on ROR (Ruby on Rails) framework.
* Worked on all facets of the technology product including product roadmap, product feature decisions and user experience.
* Business Development:
* Identifying business verticals and interact with potential customers.
* Pitched and on boarded global brands such as Costa Coffee, Pizza Hut, The Body Shop among our early customers.
* Setting up and managing inbound and outbound customer acquisition channels.

**Project: Name of the project**

* Built and managed cross functional teams to a total team size of 11 including full time hires and interns.
* Working with our legal and accounting partners to make sure that the company is complaint legally and financially.
* Bootstrapped the startup to an annual revenue mark of Rs. 3,000,000.
* Implementing a new business model to achieve rapid scale and growth.

**Larsen & Toubro InfoTech Pvt. Ltd** **August 2014 – Present**

*Associate SAP Business Intelligence Consultant*

**SAP BW Training**

* Conducted training for Trainee batch of 2015, in SAP BW.
* Explained SAP BW components such as Extractors, Basic, Transactional and Virtual InfoCubes, Transformations, Data Transfer Process, Remodeling of the Info Cubes, Data Store Objects, Data Sources, Data source enhancement, multi-providers, Info sets, PSA and BW Transports.
* Taught modeling of various fields (for example vendor invoices, PO creation date, etc.) using Infocubes in SAP BW so that business users are able to see the pertinent data.
* Assessed trainees on various projects, which included modeling of data for Sales Line, Purchasing Line, Delivery Line and Billing Line.

**SAP Design Studio and SAP HANA Training**

* Conducted training in SAP design studio and SAP HANA for recruits working in Procter and Gamble Co. (P&G).
* Tutored trainees in HANA including, data modeling using Attribute View, Analytic View and Calculation View. Also trained recruits in HANA XS Engine, Security management, Performance Enhancement and HANA database.
* Carried out Design studio training, which included effective requirement gathering from client and used it to create an analysis and dashboard application which provided insights on Key performance indicators.

**S2P (Spend to Procurement) Predictive analysis**

* Collected, cleansed, classified and analyzed expenditure data with the purpose of reducing procurement costs, improving efficiency and monitoring compliance.
* Modeled a Spend to Procurement data set to profile and manage suppliers according to levels of value and risk;
* Achieved and maintained a high level of spend under contract and increased procurement involvement across all key areas of spend.
* Implemented K-Means algorithm for vendor clustering on basis of spend and volume, to categorize the data and perform further analysis on it.
* Used SAP HANA database management techniques for combining tables, data processing, libraries for predictive analysis, planning, text processing, spatial, and business analytics. Created analytical views in HANA.

**HANA-Hadoop Integration**

* Integrated SAP HANA database with HADOOP Database to make the overall solution cost effective.
* Automated the process of archiving data older than 3 years in Hadoop, while still being able to generate reports from HANA for the 3 year old data, thereby decreasing the cost by 40%.

**KPI (Key Performance Indicator) Dashboards for Viacom**

* Designed dashboards in SAP Design Studio, according to the client’s requirement.
* Provided chart to drill down functionality and categorical filtering data for desktop and mobile devices.
* Implemented KPIs for Invoices Paid On time, PO vs. Non PO Invoices, Automated Invoices, time series analysis based on deadlines.

**ACADEMIC PROJECTS**

**Name of your project (In Progress (if ongoing))**

* Created…
* Developed…

When describing your projects please use bullet points and start each bullet point with an action word. For a list of all the action words please view the list of action words on converge. Please describe what you do/did in your project and not what your project does. It is similar to the way you describe your work ex, but shorter. You can also include a point, listing the various technologies used.

**Examples:**

**Smart Dustbin (In Progress) if the project is in progress make sure atleast one point is in the present tense**

* Designing a solar powered, efficient dustbin that will compress dry waste.
* Incorporated features to text the officials on reaching full capacity, so as to urge them to collect the waste.
* Implemented a vibrating circuitry that will make the wet waste assimilate at a fixed level and a camera module to monitor the surroundings for security purposes.
* Analysing various designs to implement the compressing stage by using free body diagrams and parameters such as cost and availability of materials.
* Using Solidworks for visualisation and modelling of the 3-D design of the dustbin and Raspberry Pi as the microcontroller board.

**Arduino Based Proximity Sensor**

* Developed an arduino based proximity sensor that is capable of detecting the presence of any object in its immediate vicinity or approaching the sensor without the necessity of any physical contact.
* Technologies used: Arduino Nano, IR transmitter-receiver pair and the LM 324 operational amplifier.

**Bollyboom (for the Management - Events and Live Media module)**

* Presented various strategies for Bollyboom (a Bollywood - Electronic Dance Music Festival) to Percept Entertainment (the parent company), to organize, market and distribute the event.
* Pitched innovative ideas to increase ticket sales; prepared a sales deck and a cost estimate sheet to effectively manage the event.
* Percept Entertainment adopted some ideas and strategies from the pitch for Bollyboom 2015.

**Cost effective and efficient control circuit for a single coil contactor (Write as below in case of Published papers)**

* Published a technical paper on the same in the International Journal of Engineering Science and Computing (ISSN xxxx xxxx) Volume x, Issue x, 2016.

**Analysis of Sales Pattern of Televisions in India (In case the paper in unpublished write it in similar way with a few points)**

* Co-authored and presented a paper on the same at the university paper presentation event.
* Classified the buyers of television sets into segments based on income levels and identified the factors impacting the purchase decision of buyers in each of the segments.
* Created a questionnaire and analysed the responses using MS Excel.

**SOFTWARE SKILLS**

* Adobe: Photoshop, InDesign, and Illustrator; Final Cut Pro, CorelDraw, Microsoft Office and iWork.
* Programming Languages: C, C++, Java, MySQL
* Design and Simulation Software: MATLAB, Scilab, NI Multisim, Cadence OrCad, Keil µVision
* Microprocessors: 8085, 8086
* Web Technologies: HTML

# EXTRA CURRICULAR ACTIVITIES

* **Coordinator**, VJTI Debates and Literary Arts Society (DLA), for various events during the years 2014 to 2016. Involved in editing and writing columns for VJ.News, the college’s official newsletter as well as conducting inter- and intra-college quiz events.
* Member of the on-site organization committee for CIIE and Economic Times’ Power of Ideas in 2016.
* Completed the ten-year “Arangetaram” course in Bharatnatyam – an Indian classical dance form.
* Head of Organizing Committee for the technical festival ‘Taqneeq’ for the year 2016.
* Volunteered at Ti-Ratana Welfare Society (an orphanage). Taught subjects such as Physics and Mathematics
* Helped spread awareness and build engagement for Aashayein, a women empowerment and child education initiative by AIESEC in 2016.