

ABHA JADON

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WORK EXPERIENCE

Business Analyst **CITI, Global Decision Management, Bangalore** **July 2017-Present**

PIL Forecast Tool

- Developed **revenue forecasting model** to measure the 2018 business performance against plan, as in APAC market Citi missed 2017 plan by \$31.4 MM in RCPL portfolio
- Forecasted **PIL revenue** using balance sheet revenue drivers and business knowledge, runoff of existing portfolio using regression. Adjusted the forecast for the noise based on ANR forecast, corrected overestimation of **revenue by \$2.5 MM** in Thailand.
- Tracking of the forecast by comparing with actual data to ensure that the variance is within **2% tolerance**

Target Client Metrics

- Created a **framework to track 'New to Bank' customers** in the mortgage business for Asia Pacific market
- Worked with regional DM and 8 country product teams to understand the mortgage business and to arrive at key parameters to obtain target clients by income base and customer segments
- Identified clients acquired via digital channel using the source code to compare digital vs non-digital channel acquisition

Opportunity sizing of GRABTAXI

- Identified the **potential customer base** for GRABTAXI to negotiate a partnership, by doing **competitor analysis**
- Combined Merchant Recommendation Engine data with customer base to identify the target customers
- Opportunity: \$76 MM**

PUMA- Product Parameter standardization

- The objective of this exercise is to compare parameters within and across card logos and identify opportunities for standardization of card types and parameters, **removal of unused logos** to save maintenance cost. Revenue opportunity: ~10% APAC cards annual revenue.
- Worked on **Russia market** data

Merchant Dashboard: Designed a framework to monitor the **Citi card retail spend**

Internship **EATON Corporation, Pune** **May 2015 - July 2015**

Competitive Benchmarking

- Market research and benchmarking of switchgear with 6 leading competitors
- Proposed enhancement:
 - Power rating from 132kW to 250kW
 - Short circuit withstand capacity from 100kA to 150kA

EDUCATION

Year	Degree/Qualification	Institute/School	CGPA/%
2012-2017	Integrated Dual Degree in Electrical Engineering	IIT – BHU , Varanasi	8.7
2011	Senior Secondary: C.B.S.E. Board	Pragati Vidhya Peeth	90.2%
2009	Secondary: C.B.S.E Board	Carmel Convent Sr. Sec. School	89.6%

SKILLS

- Languages: SAS/SQL, Java
- Tools: MS-office, VBA, Tableau, MATLAB
- Software: Teradata, UNIX

ACHIEVEMENTS

- Departmental Rank: 3rd in Dual Degree
- MHRD Higher Education Scholarship awarded: INR 1,48,800 for exemplary research during final year
- IIT-JEE AIR - 2773

POSITION OF RESPONSIBILITY

- Member of Student's Parliament (2016-2017 session)
- Convener of Grievances Redressal and Enquiries Committee
- Member of Public Relations team in TECHNEX'15
- Organized quiz event GUESS in All India Paper Presentation Fest PRASTUTI 2015