

Abhijit Mukherjee

Microsoft Certified Data Science Associate,
Associate Director – Data & Analytics,
AMEO Performance and Insights Lead, Certified Six Sigma Green Belt,
Data Science Enthusiast, Data Modeling & Automation
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Summary

Experienced Analyst with a demonstrated history of working in the information technology and services industry. Skilled in Digital Marketing, Reporting & Analysis, Forecasting and Time Series Analysis, Advanced Microsoft Excel, VBA & Macros, SQL, Power BI and Consumer Behavior Analysis. My goal is to acquire a position that affords me the opportunity to bring my technical expertise and problem-solving skills to drive organizational success.

MRM/McCann
Associate
Director- Data & Analytics | AMEO Performance and Insights Lead – GM Global
Aug 2018 – Present

- Oversee the day-to-day operations of the data analytics team, ensuring that projects are completed within budget and on schedule adhering to proposed scope of work
- Liaise with business partners across departments to understand their needs and develop solutions to meet their requirements.
- Lead cross-functional projects using advanced data modeling and analysis techniques to discover insights that will guide strategic decisions and uncover optimization opportunities.
- Build, develop and maintain data models, reporting systems, data automation systems, dashboards and performance metrics support that support key business decisions.
- Provide expert guidance on data analytics initiatives, including predictive modeling, forecasting, and data visualization.
- Organize and drive successful completion of data insight initiatives through effective management of analytics team and collaboration with stakeholders
- Refining analysis and reporting processes, reduced campaign reporting time by 40% via report automation and data consolidation.
- Setup dashboards for teams to have single view of all performance metrics
- Develop and implement training programs to ensure that the data analytics team is up-to-date with the latest tools and techniques.

Work History

Tata Consultancy Services
Senior Business Analyst
Oct 2013 – Jul 2018

- Understanding Energy and Utility domain and delivering client with daily inputs
- Delivering and creating ERU based reports on a regular basis
- Use of Analytics tools like R and SQL developer on a regular basis to extract data and develop reports
- Conducting comparative and trend analysis based on data extracted for client related charges
- Providing client, a comprehensive view of charge pattern and prospective profitable sites
- Demand Forecasting and Model Validation
- Time Series Analysis and Consumption Forecasting
- Energy Market Reconciliation
- Reporting and Data Analysis
- Excel and Access based automation and tool development
- Database Management, Churn and NPV Analysis

NTT Data
Business Analyst
Jun 2012-Sep 2013

- Chat and Customer Retention Analysis
- Competitive Insights and Intelligence
- Customer feeds and survey monitoring
- Consumer Behavior Analysis
- Understand the business process management of the client.
- Learning about the strengths and weakness of the IT environments of the client.
- Designing an alternative business process workflow and implementing the solutions
- Preparing reports for the proposed suggestions.
- Handling environmental defects for the client in HP QC Tool and preparing reports
- Handling end to end tasks for the client
- Preparing monthly dashboards.
- Developing and managing project documentation deliverables.
- Work with peers to ensure the final solution meets the highest quality
- Migrating java files using SCM Pro tool to selected environment

IndusInd Bank
Business Acquisition Manager
Jun 2011-Apr 2012

- To identify opportunities and generate sales opportunities and Corporate/bulk tie ups.
- To follow and adhere to the strict KYC norms set for the team.
- To conduct corporate and kiosk activities.
- To adheres to all company policies, procedures, and business ethics codes.
- To handle card sales target from branch channel
- Issuance of permission for corporate activities and sales
- Solving customer complaints in regard to service
- Deliver desired results within target deadlines

Awards

2011	Star of the Month Certificate , IndusInd Bank
2012	Spot Recognition Certificate , NTT Data
2013	Outstanding Contribution Award , NTT Data
2014	Outstanding Contribution Award, TCS
2015	Innovator Award , TCS
2016	Star Performer of the Year , TCS
2017	Star Performer of the Year, TCS

Languages

English, French, Bengali, Hindi

Tools and Techniques

Advanced MS Excel and Automation for Reporting, Visualization
SQL Database , P/L SQL, AWS Redshift, Data Extraction and Reporting
Tableau , Power BI and Data Visualization
Data Analysis , Modelling and Forecasting
R programming

Predictive Analytics Modelling, Campaign and Market Analysis
Customer Behavior Analysis
Google Analytics, Adobe Analytics

Industry Exposure

Banking and Finance BFSI
E-Commerce and Web Development
Travel and Tourism
Airline and Aviation
Energy Retail and Utility (Electricity, Gas and Renewable Energy)
Automobile Industry, Digital Marketing and Analysis

Education

Institute of Marketing and Management Master of Business Administration (M.B.A.), Finance and Marketing
2009 – 2011

Calcutta University Bachelor of Commerce (Commerce), Accountancy and Finance
2006 – 2009

Certifications

Microsoft Certified Data Science Associate

<https://learn.microsoft.com/en-us/users/abhijitmukherjee-2002/credentials/f39a2830e3700a01>
Design and prepare a machine learning solution
Explore data and train models
Prepare a model for deployment
Deploy and retrain a model
