
ABHISHEK VASUDEVAN

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PROFESSIONAL SUMMARY

Experienced **Senior Data Specialist with over nine years of expertise** in **data analysis, automation, and business intelligence**. Skilled in developing insightful dashboards and data-driven solutions to enhance business performance and decision-making. Recognized with the Customer Centricity Award and Star Business Awards for delivering impactful results and driving strategic innovation. Strong background in data governance, process automation, and stakeholder collaboration to translate complex data into actionable insights. Proven track record of improving operational efficiency and supporting business growth through analytical excellence.

SKILL SETS & CORE COMPETENCIES

Core Competencies:	Tools:
<ul style="list-style-type: none">● Predictive/Prescriptive/Descriptive Analytics● Data mining/Data warehousing/Data Governance● Data Visualization/Data Quality● Critical Thinking	<ul style="list-style-type: none">● Power BI / Tableau (Data Visualization tools)● SQL● Microsoft Excel (Advanced Excel, Macros)● Microsoft Access● SAS EG● R/Python

WORK HISTORY

Randstad Global Capability Centre – Hyderabad
Senior Data Specialist

Mar'22 to Current

Accountabilities:

- **Data Infrastructure Development:** Architected and implemented end-to-end data infrastructure, overseeing data ingestion, storage, and retrieval processes. Employed advanced skills in Excel, SQL, and Power BI to establish a robust foundation.
- **Strategic Data Collection and Governance:** Orchestrated data ingestion strategies, ensuring the seamless flow of information into the system. Implemented data governance practices to maintain data quality and integrity, enhancing the reliability of analytical outputs.
- **Automation of Data Pipelines:** Spearheaded the automation of data pipelines, optimizing workflows for increased efficiency. This involved creating and maintaining automated processes for data collection, transformation, and loading.
- **Data Mining for Business Insights:** Utilized data mining techniques to extract valuable insights, contributing to a deeper understanding of business performance. Implemented analytical approaches to identify patterns, trends, and opportunities within the data.
- **Enhanced Data Warehouse Functionality:** Played a pivotal role in the enhancement of the data warehouse, focusing on scalability and performance. Incorporated best practices to ensure the data warehouse met evolving business needs.
- **Implementation of Data Governance Standards:** Implemented and enforced data governance standards, ensuring data accuracy, security, and compliance. Worked closely with stakeholders to establish and maintain data quality benchmarks.

Key Achievements:

- **Winner of Customer Centricity Award for 2 quarters** providing automated reports and interactive dashboards to Clients with 100% accuracy
- **Promoted to Senior Data Specialist**, recognizing dedication and expertise in the field.
- **Winner of the President's Club award**, achieved the prestigious Top Performer Award for consistent outstanding performance — the highest recognition for excellence and achievement

Accenture – Noida, Uttar Pradesh
Procurement Operation Analyst

Apr'19 to Mar'22

Accountabilities:

- Establish strong relationships with key stakeholders of process to gain an understanding of their strategies, objectives, and tactics to develop and improve a comprehensive measurement plan.
 - Offer interpretation of analytical findings and recommend solutions to senior management and extended leadership with supporting analysis.
 - Continuously work on automating reporting and build in process efficiencies to minimize manual analyses.
 - Lead creation and continuous improvement of monitoring and analysis of Supply Chain metrics, developing standard reporting with visualizations to aid decision making.
 - Identify methods to promote efficiency within existing processes and create a best practice environment.
- **Break-down of Responsibilities-**
 - 1) **Process Management** – Tracking the health of process by monitoring Team's SLA meet, Reconciliation of Reports etc. Tracing anomalies and finding resolution by coordinating with Team.
 - 2) **Analytics** – Presenting insight driven interactive dashboards to Client Head/Account Leads to improve business. Key projects:
 - **Lead Time Analysis:** Identifying the time taken by the supplier to deliver a product to the customer.
 - This analysis was later added as a parameter by the Account Lead in the Supplier Scorecard
 - **Check Before you buy:** As hospital(customer) can use a required product from neighboring hospital were by saving time.
 - This report was then provided to the hospitals which helps them to receive products much faster.
 - **ABC Analysis:** Segmentation of products based on their average consumption rate.
 - 3) **Reporting** – Providing multiple reports to Client on daily, weekly, and monthly basis using tools like Excel, Access, SAP.
 - ~Delivering across 12 reports to client and management.
 - 4) **Automation** – Constantly Automating Excel reports using macros/VBA, Access etc.
 - ~Saving huge amounts of time which were wasted in recurring work.

Key Achievements:

- **Winner of the Star Business Awards** for 2 quarters demonstrating superior performance on client delivery and initiating beyond expectations

Organization Expectation:

- Stakeholder for **retention & win back of 27mn+ customer base** & growth in Subscription Revenues amounting to **total turnover of Rs.3000Cr**
- End to end ownership of Net Adds, driving ARPU.

Accountabilities:

- **Strategic Reporting to Higher Management:** Delivered intricate reports and comprehensive analyses regularly to senior management, providing insights crucial for informed decision-making.
- **Customer Segmentation:** Spearheaded customer segmentation initiatives, introducing an automated analytics process for targeted Upsell and Cross-Sell strategies. Conducted thorough Churn Analysis for proactive customer retention.
- **Dynamic Marketing Campaign Management:** Tracked, implemented, and measured results of marketing campaigns with a focus on expanding the customer base. Implemented customer-specific targeting based on behavior, optimizing campaign effectiveness.
- **Proactive Customer Base Improvement:** Led efforts in implementing strategic marketing campaigns aimed at improving the customer base. Employed segmentation based on customer behavior to achieve maximum output and enhance overall customer engagement.
- **Strategic Promotions and Go-to-Market Management:** Formulated and executed strategic promotions, overseeing end-to-end go-to-market strategies. Owned the planning and development of segmented consumer communication across multiple channels, including Call Centre CRMs, SMS, Email, Dealer CRM, Push Notification, and OnTV Ads.

Projects Worked on:

- Micro-segmentation
- Churn Probable Offer
- IPL Retention Offer
- Potential Market identification
- Ramazan Retention Offer

Key Achievements:

- **Certificate of Appreciation** for identification of Potential markets to span our Business.
 - In 2016 government was planning to provide electricity to the rural areas. Our assumption was the villages may use TV appliance once electrified. ~ **22% increase in Active Base for the respective pin codes**
- **Certificate of Appreciation** for providing automated reports to my team there by reducing dependency
 - Automated multiple Excel reports linking it with Access or SAS depending upon the requirement and saving enormous time.
- **Certificate of Appreciation** for supporting teams based on analysis, campaign management and reporting.
 - Supported 2 teams plus own team based on ad hoc analysis, created reporting structures (identifying necessary wises or parameters to be kept

Accountabilities:

- Segmentation of Markets and Profiling
- Responsible for primary research for Major IT companies like HP, Dell, IBM, Cisco, etc. for business lead generation
- Publishing e-newsletter comprising of comprehensive information on IT up-gradation and procurement.

EDUCATION

B.Tech : Electronics and Communication Engineering, *Aug'2015*

DIT School of Engineering – Greater Noida

- Secured: **63.38%** in B.Tech

Board Exam (Class 10 & 12): Science Education

St. Mary's Senior Secondary School - Delhi

- Secured **74.4%** in **Class 10, Apr 2009**
- Secured **72%** in **Class 12, Apr 2011**

CERTIFICATIONS

- PL-300 certification: Microsoft Power BI Data Analyst ~ Udemy
- SQL - MySQL for Data Analytics and Business Intelligence ~ Udemy
- Data Analytics for Business ~ University of Colorado (Coursera)
- Tableau Desktop qualified Associate Certification ~ Udemy
- Data Science with R ~ Simplilearn
- Data Science with Python ~ Simplilearn
- Supply Chain Foundation Learning Academy ~ Accenture Certified