

CHINMAY BINDLISH

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EDUCATION

Year	Degree/Course	Institute	GPA/Marks(%)
2025	B.Tech in Textile Engineering	IIT Delhi	7.72

WORK EXPERIENCE

Business Analyst; Analytics Consulting | ProcDNA - Gurugram (Jul'25 - Present)

Delivered end-to-end data analysis and SQL & Excel reporting driving client decisions across the US healthcare market

- Drove 5% MoM revenue growth through data-driven segmentation using competitor analysis & industry benchmarking
- Saved 12 hrs/week by developing 10-view VBA dashboards to track KPIs across physicians, patients, payers & products
- Optimized Snowflake queries by cutting runtime 4 hrs → < 1 hr; maintained near-zero rework through structured QC

Founder's Office Intern; Brick & Mortar Retail | Tata 1mg - Gurugram (May'24 - Jul'24)

Worked with leadership on cost optimization, retail expansion modeling, and growth initiatives across brick-and-mortar business

- Cost optimization: Reduced rider costs by 30%, achieving annual savings of INR 30L by reorganizing 3PL & in-house fleet
- Developed financial model to aid the launch of 250+ retail stores, quickly assessing payback periods for store expansion
- Growth strategy: Achieved potential ARR of INR 60L via strategic partnerships with reduced CAC; boosted walk-in users
- Secured 3 profitable B2B partnerships with car dealership & salons, driving a potential revenue impact of INR 35 LPA

Management Consulting Intern; FMCG Industry | Ernst & Young LLP - Gurugram (Jun'23 - Jul'23)

- Benchmarked 10+ brands like HUL, Nestle to perform due diligence and competitor analysis for 20+ FMCG startups
- Proposed GTM, pricing strategy for India's FMCG unicorns in a US\$150 Billion market to bolster the dominance
- Received Letter of Recommendation from Director for inquisitive approach & analytical competence towards consulting

Research & Analytics Intern; CRM | Endowment Fund Office, IIT Delhi - New Delhi (May'23 - Jun'23)

- Evaluated the net worth of 300+ HNI alumni for the Endowment Fund project of IIT Delhi, aims at raising \$1B until 2030
- Secured INR 10 Cr in funding; Pitched to 50+ alumni to raise funds for scholarships, research grants, infra improvement

TECHNICAL SKILLS

Data Querying & Platforms: SQL (BigQuery, Snowflake, Microsoft Fabric – Lakehouse, Warehouse, Prod & Sandbox)

Data Visualization Tools: Power BI (Dashboards, DAX), Tableau | **Tools:** Python (Pandas, NumPy), Advanced Excel

PROJECTS

Marketing Acquisition Economics | Evaluated Card Member Value (CMV) and acquisition efficiency (Apr'25 - May'25)

- Modeled CMV by integrating acquisition costs with cohort-level revenue, compared profitability by acquisition channels
- Derived channel-level investment insights using CMV, and ROI; Referral-led acquisitions delivered 3x higher avg CMV
- Highlighted early churn in digital paid cohorts (40% by month 3) v/s sustained engagement in referral cohorts

Ad Fatigue Analysis for Mobile App Campaigns | Analyzed ad fatigue drivers & proposed ROI improvements (Sep'25 - Nov'25)

- Evaluated KPIs such as ROAS and CRFC using cost efficiency analysis to assess ad fatigue to optimize engagement & ROI
- Proposed tailored solutions like A/B testing, frequency capping, and dynamic ads; aiming for a 15% ROI improvement

Duolingo Success Predictor | Predicted lesson completion success and explained learning bottlenecks (Jan'23 - Mar'24)

- Predicted lesson completion success using the Duolingo public dataset, applying XGBoost model for behaviour analysis
- Improved prediction AUC by 12% with time-based linguistic features, used SHAP for explaining key learning bottlenecks

LEADERSHIP

President, Tryst: North India's largest Techfest; Led a 4-tier team of 40+ coordinators and 200+ volunteers (Apr'24 - May'25)

- Formulated scheduling for 100+ events across 20+ venues over 4 days to streamline execution & ensure coordination
- Achieved 15% reduction by INR 20L in operational expenses through strategic negotiation with 10+ logistics vendors

AWARDS AND ACHIEVEMENTS

- **Research Paper:** Co-authored- Silica fume impact on CFR PP composites; undertaken for publication in JTCM (2025)
- **MindMaze Strategy Competition:** Winner; Received prizes worth INR 1L organized by Physics Wallah, DTU (2025)
- Awarded Outstanding Contribution'24 & Significant Contribution'23 for strong leadership by Dean Alumni, Prof PVM Rao