

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 **3× 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