Atul Chadha

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PROFICIENCY SUMMARY

- More than 20 years of experience in domains such as Telecom, DTH, FMCG, Education
- Manage and assist the data science team, business analyst, projects planning and building analytics models.
- Develop strategies and business Intelligence to develop practical solutions and support decision making
- Plan the development of analytical solutions from initial design through to implementation, prototyping and testing
- Provide rationale, business cases and Return On Investment (ROI) models to support investment
- Strong story-telling & articulation skills to convert analytics into clear, concise, persuasive insights & recommendations for technical & non-technical audience
- Utilize data visualization to create clear and compelling presentations based upon strategic analysis and insights for use by various internal stakeholders
- Excellent communication with business partners, executives, clients, and internal stakeholders to secure organizational engagement and drive effective execution of initiatives

TECHNICAL EXPOSURE

Skill	Technology worked on
Domain	Telecom,Education
Programming/Scripting	Python
Tools/IDE	pycharm,Jupyter Notebook
Cloud	GAIA (Pivotal Cloud Foundry),Heroku,Google Cloud Platform
Machine learning	Machine Learning,Data Analysis, Artificial intelligence,NLP,pandas,scikit learn,matplotlib,python,Tableau,Data Lake
Deep Learning/Computer vision	Tensorflow, keras,CNN,faster CNN, RNN, RNN – LSTM, Vgg16,Resnet-50, Mobilenet, SSD
Operating Systems	Windows,Ubuntu
Distribution	Cloudera
Hardware	Nvidiatesla,Raspberry pi 3b+

ANALYTICS EXPERIENCE

Project Name	Student Churn Retention	Project Location	Gurgaon – India
Owner	Aakash Institute	Project Duration	3 Months
Sphere	Digital Business	Team Size	5

Project Description:
Coaching industry is very competitive.Often the student faces a lot of challenges in terms of curriculum covered,assignments, tests and teacher's attention.They get bogged down midway because of the competitive pressure and get plucked.So they churn,moving either to the competition or leave preparation midway.This a revenue loss for the company

Environment & technology used : Machine learning Algorithms,Raspberry Pi,cloudera

Contribution:

Saved 5M for the company in renewals by alerting on time which students can potentially churn from our company,which students would exit from the program or move to some other competitor

Project Name	Shining Stars	Project Location	Gurgaon – India
Owner	Aakash Institute	Project Duration	2 Months
Sphere	Test Series	Team Size	5

Project Description:
To identify the shining stars ,and help them achieve their desired goals.Shining Stars bring laurels to the institute by bringing top ranks adding feathers to the institute's cap.This determines the next session's enrolments.

Environment & technology used :Python, Machine learning ,OCR

Contribution:

The year 2109 witnessed 8 students in top 10 and 51 in top 100 students from the institute

Project Name	Sales Forecasting and Demand	Project Location	Noida – India
Owner	Basic First Learning	Project Duration	3 Months
Sphere	North	Team Size	5

Project Description:
Being a startup,having the right count of manpower is imperative for the optimum service level.Being a seasonality prone industry,to understand   how much work force would be required to meet the demand and close the sales cycle, the historical data was used along with Machine Learing Algorithms to

Environment & technology used : Python,Machine learning,Time Series Forecasting, Kafka

Contribution:
Real time tracking of work,sales team became more agile and was successful in closing the targets way ahead of deadlines

Project Name	KPI Dashboard	Project Location	Noida – India
Owner	Basic First Learning	Project Duration	1 Month
Sphere	North	Team Size	3

Project Description:
During the launch phase it is very important to rack the KPIs like Sales Dashboard,Distribution Dashboard,tracking Sales Team,Budget Spent on a daily basis and all this was getting very cluttery when presented on Excel based reports.Hence the need for an easy to understand and manage approach for the same

Environment & technology used : Tableau and Microsoft Excel

Contribution:

This novice lucid approach translated into more coordination among teams and assisted the management to get hold of the real deliverables

Education
MBA (GNDU, Amritsar)**,** with **BSc.Comp.Sc** (DAV College, Jalandhar) from Punjab, India
Machine Learning Masters from iNeuron

EXPERIENCE CHRONICLE

Basic First(Apr'19 – Till Date)	General Manager – North Head

- Strategize business & Sales Forecasting for the Zone & Set Goals for Team
- Spearheading the "(**GTM**) "Go-to-Market" strategy for Student's Business
- Developed a framework for evaluating new business opportunities
- Designing annual Sales & Expense budget & optimizing it using effective utilization of resources
- Problem-solving using statistical and analytics tools

AESL(Aakash Institute), (Sep'17-Apr'19)	DGM-North-Digital

- Administrate requisite distribution of man power and SEs across the territory to drive exponential growth
- Aligning business standards to goals and processes and ensuring team adherence.
- Student's Weak Area Analysis & Behavioural Analysis during Tests / Examination
- Assisted Data scientists and business analysts to designed the competitive Pricing of products which was accepted at National Level
- Predicting Business Trends considering Seasonality Factors & competition
- Student Dropouts analysis for increasing revenue

Reliance Communication Ltd (Oct'15-Sep'17),	Cluster Head (GSM & 4G) Pune, Maharashtra

- Maintaining the market trends affecting the acquisition and teaming with software developers and data engineers to drive distribution KPIs and rev up Gross and tertiary
- Managing end-to-end Distribution across Pune zone, with complete **ROI** management of the distributors
- Increase revenue share in market; optimizing BTS utility to ensure profitability

Tata Teleservices Ltd(Nov'14-Oct'15).	Cluster Head (GSM & 4G) Pune, Maharashtra

- Reduction of Sales Reject from 28 % to 9%
- Acquired high ARPU customers by promoting bundled plan contribution to 48%
- Heading the 3G Data & Devices Business
- Managed retail business contributing 33 % to cluster postpaid sales
- Reduced churn and brought delinquency to 2%, thereby improving the health of business

J.K. Enterprises (Aug'13-October'14)	Partner

- Working as recovery agents for banks (for NPAs) on behalf of Money Plant Capital Services. The works encompasses liaison with banks and auctioning on the recovery activity basis allocation of cases

HFCL Infotel Ltd. (Videocon Mobile Service)(Aug'-09-Mar'11; Jan'13-May'13)	AGM

- Heading the entire Prepaid Product Portfolio. The role covered the roll out of GSM services of Videocon Mobile Services in the zone and spearheading the handset bundle offer successfully
- Launched Videocon mobile prepaid services in Patiala zone
- Awarded Best Managed business zone trophy by Mr. R.N. Dhoot

Aircel, Dishnet Wireless Ltd (Sep'11- Jan'13)	Head-Alternate Channel & Alliances UP-West

- Orchestrated the business contribution of my vertical to the circle business from 2% to 8%
- Better quality acquisition with M3 of 76% vis-à-vis circle average of 57%