

ASHWINI CHAUHAN

+91-8447804765 · ashwini.11.chauhan@gmail.com · <https://www.linkedin.com/in/ashwini-chauhan-bb622760/>

EDUCATION & SKILLS

INDIAN INSTITUTE OF TECHNOLOGY, KANPUR
B.Tech. in Mechanical Engineering

August 2015

Skills: Business Strategy, Full Stack Development, Data Analytics, Data Visualisation, Machine Learning

Programming Skills: AWS, Golang, Python, React JS, React Native, SQL, SAS, PostgreSQL, Mongo DB, Redis, Kafka, Docker, AI

EXPERIENCE

Futy, UK

October 2023–March 2024

Seed funded fantasy sports platform for UK based on English Premier League. Beta testing live with Euro 2024

Technical Consultant (6 month Contract, Remote)

- Developed MVP leveraging Google Sheets for automating a fantasy game with Opta Data, achieving weekly engagement from 500 college students in London.
- Led a team of 7 software engineers to develop the mobile application in 6 months, ensuring readiness for testing before the Premier League 2024-25 season. Built in-house development team consisting of Backend, Frontend & DevOps engineers.

Pinch, India

April 2022–October 2023

Pre-seed funded automated investment advisory platform for Indian retail investors, now shut down; 10k lifetime transacting users.

Co-founder & CTO

- Crafted the core market thesis identifying a gap in the Indian investment advisory market – 50M retail investors lack access to transparent investment options that align with their preferred risk level, while factoring in their limited time & expertise for investing.
- Engineered a mobile-friendly web application with Golang and React JS in 6 months to support a successful GTM strategy, enabling the onboarding of 124 expert traders. Achieved industry-best latency of 400ms in copy trading, compared to the 2-second average of competitors.
- Developed an integration platform using Python that automated the conversion of textual tips from Telegram and WhatsApp into trade report cards and trade orders for paying subscribers, resulting in 10k transacting users.
- Developed Android App for Pinch using React Native, incorporating additional features such as notifications, paper trading, & a news feed. Successfully launched the app on the Google Play Store. Onboarded expert traders increased their paying subscriber count by 5x, while subscribers made >23% returns on traded capital.
- Partnered with an Indian brokerage & SEBI registered advisory firm to enable advisory through the platform, remove dependency on third party brokerage integrations & add a revenue stream from brokerage, with a potential 80% contribution to total revenue.

Cars24, Gurgaon, India

May 2021–April 2022

\$3.5B valuation company for selling & buying used cars in India, Australia, UAE, Saudi Arabia, Turkey, Indonesia, & Thailand.

Senior Manager – Business Strategy (Cars24 India, Bikes 24, Cars24 Australia)

- Collaborated with the B2B dealer pipeline for used car sales, reducing fraud by 5% within 4 months & enhancing business processes to ensure safer transactions.
- Developed & optimised pricing algorithms & liquidation strategies, significantly improving sell rates & profit margins for used bikes in Bikes24 & used cars in Cars24 Australia. Worked closely with Data Science & Product Teams to implement robust data pipelines for data science models & A/B testing, ensuring accurate & reliable data flow.

Decision Point Analytics (acquired by LatentView Analytics Ltd), Gurgaon, India

April 2018–Mar 2021

\$55M valuation company that develops analytics & big data solutions for CPG, Retail & Consumer focussed industries

Senior Manager – Coca Cola, India & Kellogg's Russia

- Successfully renewed contracts & defined scope of work with Coca Cola, India. Directed diverse projects & cross-functional teams, delivering solutions on time & within scope, contributing to a 10% revenue growth for Coca Cola over 2 years.
- Built 3-year and 5-year plans to win 5% revenue market share while maintaining volume market share for Coca Cola India.
- Developed advanced analytical tools: Created a Promotion Optimisation Tool, Pricing Simulator, & Purchase Structure Development Model. Leveraged statistical modelling, machine learning, & optimisation techniques to drive effective promotional strategies, strategic pricing decisions, & new pack launches for Coca Cola India & Kellogg's Russia.
- Prepared & executed quarterly commercial plans for Coca Cola India, including pricing changes, promotion planning, & new pack launches. Developed assortment & shelf optimisation strategies, & improved market share through data-driven decisions.
- Created & automated dashboards & reports using Tableau & VBA. Performed ad hoc analysis to identify & address root causes affecting key metrics, such as drops in market share, enhancing business insights & decision-making.

I3 Consulting, EXL

August 2015–December 2016

Data Science Consultant

- Developed & securely integrated PD, LGD, & EAD models for home loan, auto loan & credit cards into the bank's LMS using SAS tools for banks in Saudi Arab & USA, allowing them to comply with Basel 3 norms.

ADDITIONAL

Interests: Passionate football & cricket fan, plays leather ball cricket every week. Enjoys reading history books. Part time trader.