**Individual Objectives**

Self and Team Development-

* Devoted over 45 hours to technical and functional training, enhancing personal skills and team support.
* Actively engaged in cross-skilling and upskilling aligned with BU needs, fostering team collaboration.

Growth –

* Gained hands-on experience with GTM, Tealium IQ, and Adobe Launch.
* Developed expertise in CDP technologies like AEP and Tealium.
* Acquired deep understanding of digital analytics concepts and tools.
* Generated innovative ideas and recommendations for enhancing the analytics system.

Delivery –

* Participated actively in the POC’s for Tag Management System & CDP.
* Involved in creating presentations, documents, and technical write-ups.
* Contributed to trained new team members.

Industrialization / certifications –

* Actively self-trained in new technologies, broadening skill set.
* Enhanced understanding of various sectors' needs like E-commerce and retail.
* Attained at least two certifications during the year.
* Upgraded visualization skills including Data Studio, Adobe Analytics, etc.

People –

* Maintained individual utilization averaging over 85%.
* Consistently followed all organization KPIs on time, contributing to overall success.

Competency & Career Development Plan –

* Long-term goal: Aiming to rise to the position of Senior Consultant to provide valuable inputs to clients and the company.
* Short-term goals: Pursuing technical and managerial training to align with project demands and responsibilities.
* Activities: Engaging in timely technical training, cultivating mentor relationships for growth support.
* Current Skills: Proficient in Adobe Analytics, Adobe Launch, Adobe Target, Google Analytics, JavaScript
* Critical Attributes: Recognized for quality of work and strong interpersonal relations.
* Aspires to maintain discipline in all endeavours.

International Mobility -

Yes, I am interested in working on international projects and if an opportunity arises, willing to travel to onsite for a temporary basis that could only enhance my learning and will help myself to work with international clients in a multi-cultural environment.

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