

# DEVINA CHHAJER

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## EDUCATION

**University of Illinois at Urbana-Champaign**

**August 2023 - May 2024**

Master of Science in Business Analytics

**Indian Institute of Management, Ranchi, India**

**July 2018 - February 2020**

Master of Business Administration (Marketing)

**Emlyon Business School, France**

**September 2019 - December 2019**

Student Exchange Program

**St. Xavier's College, Kolkata, India**

**July 2014 - March 2017**

Bachelor of Business Administration (Marketing)

## PROFESSIONAL EXPERIENCE

**Horizon Hobby**

**September 2023 - Current**

*Data Analyst*

Horizon Hobby is a product-centric company aiming to shift towards being digital-first and consumer-focused

- Executed a robust Consumer Segmentation, delivering valuable business insights that optimized resource allocation, boosted customer engagement, and drove overall business growth
- Developing a comprehensive report on data-driven consumer segmentation and targeting strategy using Python, R and Tableau; making recommendations on targeting strategies for potential segments

**Shipra Commercial Pvt. Ltd., Kolkata, India**

**February 2020 - July 2023**

*Senior Manager*

Shipra Commercial Pvt. Ltd. is one of the leading manufacturing houses of garments in India

- Strategically aligned production capacity with sales forecasts using Ginesys retail ERP, minimizing resource wastage and ensuring timely order fulfillment, ultimately enhancing customer satisfaction
- Guided monthly management decisions on various divisions, product categories, and target buyers by developing and deriving insights from a Tableau dashboard, enhancing strategic focus
- Optimized order fulfillment by utilizing company-wide trackers, increasing operational efficiency by 30%
- Improved product mix and refined targeting strategy by strategically identifying core competencies, leading to a remarkable 45% annual turnover increase and a 5% boost in profit margins

**UltraTech Cement Limited, Pune, India**

**April 2019 - May 2019**

*Intern-Marketing and Sales*

UltraTech Cement Limited is the cement flagship company of the Aditya Birla Group

- Elevated mobile app development through incorporating stakeholder's insights by conducting market research through focus-group interviews and surveys with 30 channel partners and 15 household builders

## ACADEMIC PROJECTS

Study the Yelp dataset of restaurants to make a strategic decision on opening a restaurant (2023)

- Utilized Pandas Data Frames to analyze JSON datasets, ensuring seamless data unification into MySQL; generated valuable patterns for data-driven decision-making in potential restaurant ventures in Nashville
- Enhanced proficiency by connecting KNIME to MongoDB, improving data accessibility. Extended workflows, creating impactful visuals that enriched market understanding, supporting informed business planning

Analysing Boeing's Post-2018 Incidents: Strategies for Rebuilding Brand Image using Marketing Analytics (Ongoing)

- Using R and AI enabled sentiment analysis tools to evaluate Boeing's performance and perception over time

## TECHNICAL SKILLS

- Software: Microsoft Office, Tableau, Power BI, Oracle, Mathematica, Knime, MongoDB, GitHub, AWS, Hadoop
- Languages: SQL, Python (NumPy, Seaborn, Pandas, PyTorch, TensorFlow), R, Shell Scripting, NoSQL
- Statistics/ML: ANOVA, Hypothesis Testing, Clustering, Regression, Decision Tree, Time-Series Forecasting

## EXTRACURRICULAR ACTIVITIES

- Senior Coordinator of Marketing Club, Indian Institute of Management, Ranchi; Conducted various intra and inter-college events, workshops, and seminars by industrial experts in marketing (2018-2020)