

Abhay Joshi

Assistant Manager

An accomplished Business Consultant/Assistant Manager with leadership skills and having 10+ years of experience in FMCG domain.

Expertise in Price and Promotion and Marketing Mix

Hands on experience in crafting statistical model-based forecasting tools and successful business implementation of tools.

Cross-cultural perspective with professional experience virtually working with EU, US, Canada and Latam

Leading analytical team and driving statistical projects to address business problems of forecasting sales



Contact

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Skills

Machine learning: Random forest, SVM, K-NN, Linear regression and Logistic regression, Probability, Statistical Inference, Multivariate analysis, Time series analysis

Programming language:

Python and R language

Data Visualization: Tableau and Power BI



Education

2009-05 - 2011-01

Master of Science: Statistics

Sardar Patel University -

Anand, GJ

2006-05 - 2009-01

Bachelor of Science: Statistics

Saint Xavier's College,

Gujarat University -

Ahmedabad, GJ



Work History

2018-01 -
Current

Assistant Manager

GENERAL MILLS, Mumbai, Maharashtra

Responsibilities & Engagements

- Leading Strategic Revenue Management team-core responsibilities to manage trade and sales team engagement with onshore, providing business solutions using best in class statistical forecasting tools
- Engaging with Sales team to drive and implement GIC (General Mills India Centre) provided forecast, adding significant 100 hours of saving in planning
- Cross-team engagements on supporting Europe and Asia business on strategic revenue management
- Developed and implemented non-promo and promo consumption sales forecast for companies entire Canada business and achieved accuracy of 97%, forecast values are currently live and embedded in tool
- Implemented pricing elasticity and merch analysis tool for company's entire Canada business. Inhouse tool helped Canada team to save 200K dollars by discontinuing third-party vendor contract
- Crafted sales planner simulator that estimates future profits for both customer and General Mills, Tool saves 100 hours for sales team to plan shipments.
- Lead teams to connect & structure data for consistent analytic approaches to answer emerging business questions on customer investment and revenue management
- Strengthened merchandising and promotional strategies to drive customer engagement and boost sales.

Senior Business Analyst

TATA CONSULTANCYSERVICES, Baroda, Gujarat

- Collaborated with internal stakeholders, identifying and gathering analytical requirements for customer, product and project's needs.
- Lead Price and promotion team for advanced analytics for Latam region

- Subject Matter Expert (SME) for price and promotion projects, responsible for testing new enhancements and implementing these changes across region
- Provided comprehensive analysis and recommend solutions to address complex business problems.
- Managed technical and statistical aspects of modelling of analytical projects and ensuring project delivery with high quality standards and within agreed timeline
- Leveraged analytics to drive business development, productivity and process improvement
- Applied statistical and algebraic techniques to interpret key points from gathered data.



Accomplishments

- Received National Sales award from Canada leadership (2021) for successfully implementing forecasting tools and saving hundred thousand dollars by replacing third party tool with Inhouse tool
- Received General Mills India Center R&R award for the year 2019. Executed statistical models for forecasting Sales, generating the best accuracy results
- Received 'Star of the year' and 'Certificate of Appreciation' award by client in 2015, 2016 and 2017 for providing exceptional services to the client (Nielson) of TCS Ltd.
- Received R&R awards internal in 2012, 2014, 2015 for serving Pricing and promotion team Europe and delivering excellent services to the client