

Abhay Joshi

Assistant Manager

Address Mumbai, MH, 400076

Phone 919-979-591554

E-mail joshi.abhay.m@gmail.com

LinkedIn [linkedin.com/in/abhay-joshi-78984328](https://www.linkedin.com/in/abhay-joshi-78984328)

WWW <https://zety.com/profile/abhayjoshi/624>

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



Skills



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



Programming language: Python and R language



Data Visualization: Tableau and Power BI



Work History



Jan 2018 - Assistant Manager

Current

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 an accuracy of

97%, forecast values are currently live and embedded in the tool

- Implemented pricing elasticity and merch analysis tool for the company's entire Canada business. Inhouse tool helped the 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.

May 2011 - Senior Business Analyst/Business Process Lead

Dec 2017 *TATA CONSULTANCY SERVICES, Baroda, Gujarat*

- Collaborated with internal stakeholders, identifying and gathering analytical requirements for customer, product and projects needs.
- Provided comprehensive analysis and recommend solutions to address complex business problems and issues using data from internal and external sources and applied advanced analytical methods to assess factors impacting growth and profitability across product and service offerings.
- Developed quarterly roadmaps based on impact, effort and test coordinations, working with stakeholders to achieve short-term and long-term goals.
- Leveraged analytics to drive business development, productivity and process improvement
- Applied statistical and algebraic techniques to interpret key points from gathered data.
- Identified and documented detailed business rules and use cases based on requirements analysis.
- Coordinated statistical data analysis, design and information flow.



Education

Jan 2011 Master of Science: Statistics

Sardar Patel University - Gujarat

Probability, Matrix Algebra, distribution theory, Statistical Inference, stochastic process, Multivariate analysis, Design of experiments, generalized linear models, Time series, Randomized block design

Jan 2009 Bachelor of Science: Statistics

Saint Xavier's College, Gujarat University

Measure of Central Tendency, Inference, Statistical Quality control

Sep 2020 - Nanodegree: Artificial Intelligence

Dec 2020 *Udacity*

Dec 2020 - Nanodegree: Machine Learning

Mar 2021 *Udacity*



Accomplishments

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- 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