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SUMAN PRASAD
Senior Manager-Analytics

I am a seasoned data analytics leader with a robust background in mathematics and scientific computing, holding an M.Sc from NIT Warangal.With over 8+ years of expertise in the fintech and e-commerce sectors, I have spearheaded impactful analytics initiatives at renowned firms such as Adventum Student Living and Cuemath. My significant contributions include enhancing business operations and customer experiences through advanced statistical modeling and data-driven decision-making. At Adventum, I led the development of a warehouse management system that doubled inventory capacity and streamlined data processes, boosting conversion rates by 30%. My technical proficiency spans Python, SQL, R, and various data visualization tools. I am passionate about using data to solve complex problems and drive strategic business growth.

Professional Summary

- Proficient with SQL, Tableau, PowerBI, and Looker for business intelligence and analytics.
- Managed and implemented data strategies, achieving significant improvements in efficiency and decision-making.
- Developed innovative BI solutions and self-service data cultures to democratize data access.
- Skilled in cross-functional collaboration, leading teams to drive data-centric initiatives successfully.
- Launched a Warehouse Management System that doubled inventory capacity and reduced turnaround time by 50%.
- Experienced in Agile methodologies and adept at problem-solving to resolve complex data issues.

Career Timeline

Sep 2023 - Jun 2025	**Senior Manager - Advance Analytics** Adventum Student Living (ASL)
Oct 2022 - Sep 2023	**Senior Manager-Analytics (Growth, Marketing and Sales)** Cuemath
Aug 2021 - Sep 2022	**Senior Data Analytics (Financial Services and Payments)** Bharti Airtel
Jul 2020 - Aug 2021	**Manager - Analytics and Data Science** Freecharge (Axis Bank)
Jun 2016 - Jan 2020	**Senior Data Scientist** Bewakoof Brand Pvt. Ltd.

Work Experience

Sep 2023 - Jun 2025

Senior Manager - Advance Analytics
Adventum Student Living (ASL) (Mumbai)

- Led the Analytics team and drove data-driven decision-making processes across the organization
- Implemented Metabase for dashboard purposes, reducing the time required for data-based decision-making by **70%** without any extra cost
- Implemented Redshift, facilitating faster data access and enabling the data team to create a data warehouse with their own data
- Built a funnel for the UniScholars business, which **led to a 30% increase in conversion rates** by changing the standard operating procedures (SOP) of the business
- Introduced maps, price trends, and live property reviews on property pages
- Improved Lead Acquisition conversion from property pages by **21%**

Soft Skills

Communication | Teamwork | Leadership | Problem-solving

Technical Skills

SQL	■■■■■
Python	■■■■□
Tableau	■■■■□
Power BI	■■■■■
Redshift	■■■■■
Metabase	■■■■■
R	■■■■■

Education

- **M.Sc in Mathematics and Scientific Computing**
  NIT Warangal
  May 2014 - May 2016

- **B.Sc in Mathematics**
  Ranchi University
  May 2011 - May 2014

Languages

English | Hindi

Hobbies

Exploring new BI tools to enhance data analysis skills.

Attending data analytics conferences to keep up with industry innovations.

Solving complex data challenges in hackathons and competitions.

Achievements

- Implemented Metabase, reducing time for data-based decision-making by 70%.

- Build and integrated Lead Scoring
- Improved conversion from **4.6% to 5.8%** using dynamic lead assignment

- Built a Personal Loan book of $400 million per month from scratch, reducing NPA from 9% to 3%.

Achievements:
Achieved a 70% reduction in time for data-based decision-making with the implementation of Metabase

Oct 2022 - Sep 2023

Senior Manager-Analytics (Growth, Marketing and Sales)
Cuemath
- Expanded analytical responsibilities from Marketing to include Sales, Finance, and Investor Relations with no increase in team size
- Automated **60%** of reporting requirements, from data engineering to dashboard creation, resulting in a **reduction of 5 analyst positions**
- Developed a Lead Prioritization model that **improved conversion rates by 18 basis point** in the last three months
- Streamlined acquisition matrices and reports, **achieving 25% faster TAT on GTM and decision-making**

Achievements:
Streamlined reporting processes, **leading to a headcount reduction and an 18 basis-point improvement in lead conversion rates**

Aug 2021 - Sep 2022

Senior Data Analytics (Financial Services and Payments)
Bharti Airtel
- Spearheaded data analytics initiatives for Airtel's Financial Services business, influencing strategy and operations
- Built a comprehensive instrumentation system for Airtel FS (Financial Services) business
- **Built Personal Loan book of 400 million per month from 0**
- **Built Underwriting engine for PL which reduce NPA from 9% to 3%**
- Developed a Funnel KPI Monitoring Framework enabling teams to make decisions **50% faster** and conduct unlimited A/B experiments

Achievements:
Successfully built a Personal Loan book worth 400 million monthly from scratch, significantly cutting down NPA rates

Jul 2020 - Aug 2021

Manager - Analytics and Data Science
Freecharge (Axis Bank)
- Developed predictive models and analytics strategies for financial product offerings
- Built Salary estimation model from SMS Data
- Built FreeCharge risk scorecard model to create a pre-approved customer base for our financial products **which lead to 20% increase in conversion rate**

Achievements:
Designed a risk scorecard model that led to a 20% uplift in conversion rates for financial products

Jun 2016 - Jan 2020

Senior Data Scientist
Bewakoof Brand Pvt. Ltd.
- Led the data science team, enhancing operational efficiency and customer satisfaction
- Conducted sentimental classification using neural language processing to interpret customer sentiment toward products or services in tweets, online conversations and feedback
- Built customer fraud detection system, **resulting in 9% decrease in RTO and a monthly savings of 1.5 Million in Logistics Cost on COD Orders**
- Designed and developed Warehouse Management system resulting in **100% increase in inventory capacity and reduced TAT from 2 day to 1 day**
- Developed Automated chat bot, **reduced Tat from 20 hours to 3 hours and email count from 4000 to 1500 per day**
- Developed invoice checking process integrated with courier partner API saving **2.5 crores in financial year 18-19**
- Build Performance based allocation system to allocate delivery to third party courier partner resulting in **decrease in logistics cost by 8% and delivery TAT by 20%**

Achievements:
- **Created an advanced Warehouse Management System that increased inventory capacity by 100% and halved order turnaround time**
- **Instituted a performance-based allocation system that optimized logistics, reducing costs by 8% and delivery TAT by 20%**