Mukul Sinha

AWARD-WINNING DATA ANALYTICS LEADER
20+ Years | Data Strategy & Analytics| AI/ML | Cloud Architecture | BI & Automation

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SUMMARY

Award-Winning Data Analytics Leader with 20+ years of experience leading end-to-end data lifecycle **data lifecycle management, enterprise data transformation, AI/ML-driven predictive modeling, and business intelligence.** Skilled at scaling data functions, shaping analytics roadmaps, and enabling **data-driven decision-making at the C-suite level.** Demonstrated ability in **increasing revenue and profitability, perfecting operations, and drive competitive advantage** through data solutions and automation.
Champion in **leveraging AI, cloud, and automation to revolutionize business strategy.**

KEY ACHIEVEMENTS

- **Built enterprise BI & analytics functions at Tata Voltas and Jindal India, reducing report turnaround times by 60%** and embedding analytics into strategic planning cycles.
- **Cut infrastructure and operational costs by 40%** by migrating legacy platforms to cloud and automating 70% of manual workflows.
- **Enabled 10% revenue growth by leading predictive modeling initiatives**, improving upselling strategies, and refining customer segmentation models.
- **Accelerated decision-making by 70% via real-time dashboards** and AI-powered analytics pipelines integrated across finance, marketing, and supply chain functions.
- **Achieved 95% data accuracy by building advanced ETL framework**s and implementing scalable data governance policies aligned with ISO standards.
- Spearheaded Generative AI adoption, launching a GPT-4o Mini-powered chatbot and invoice automation system, and unlocking new operational efficiencies.
- **Delivered 8x ROI on data initiatives by uncovering $2M** in new revenue streams and perfecting marketing spend via machine learning insights.
- **Led and scaled data teams across 3 orgs**, driving professional development, instituting best practices, and doubling analytics throughput with lean methodologies.
- **Standardized analytics delivery with a reusable KPI framework** across business units, reducing reporting inconsistencies and cutting project delivery time by 50%.
- **Recommended executive leadership on enterprise data strategy,** resulting in board-level adoption of data-first decision frameworks and increased investment in analytics infrastructure.

INDUSTRY EXPERIENCE

- Manufacturing
- Consumer Electronics
- Print & Media
- KPO & Consulting
- BFSI
- B2B Startup

DATA STRATEGY & AI LEADERSHIP

- **Enterprise Data Strategy & Governance:** Championed data Lakehouse architecture, metadata management, and governance frameworks that aligned analytics initiatives with business priorities across multiple functions.

- **AI/ML Innovation at Scale:** Designed and operationalized advanced ML models, LLM fine-tuning, and GPT-4o Mini-powered solutions, enabling AI-driven automation in finance, marketing, and operations.

- **Data Monetization & Product Analytics**: Engineered customer segmentation, pricing strategies, and AI-powered product insights that unlocked new revenue streams and improved profitability.

- **Executive & Board-Level Engagement**: Collaborated with C-suite to define enterprise data strategy, drive data-driven culture, and secure funding for strategic analytics initiatives.

- **Analytics Center of Excellence**: Built and mentored high-performing data teams, standardized delivery frameworks, and instituted best practices to ensure repeatable, high-impact analytics execution across the org.

SKILL

- **Data Leadership:** Cloud Data Architecture, Data Governance, Data Lakehouse, AI/ML Implementation
- **Business Intelligence:** Power BI, Tableau, KPI-Driven Reporting, Dashboard Development
- **Technical Expertise:** Python, SQL, R, DAX, M Language, Microsoft Power Automate, GPT-4o Mini LLM, RAG
- **Strategic Collaboration:** C-Suite Advisory, Stakeholder Engagement, Agile Delivery, Data-Driven Decision-Making
- **Operational Excellence:** Workflow Automation, Cost Optimization, Scalable Data Pipelines, JIRA

PROFESSIONAL EXPERIENCE

Deputy General Manager - Analytics, Jindal India
(March 2024 – Present)

- **Architect and deliver a strategic BI roadmap**, collaborating with stakeholders to enhance decision-making and **improve reporting efficiency by 80%.**
- **Engineered and supported a cloud-based data warehouse, integrating ETL processes**, data modeling, and reporting to support a robust system used by over 20 stakeholders, ensuring operational excellence.
- **Pioneered initiatives** to enhance data processing and machine learning frameworks, driving a **25% improvement in efficiency** and a **90% reduction in processing time** through innovative solutions.
- **Designed and evaluated high-performance ETL components**, achieving **98% data accuracy** while adhering to stringent quality and compliance standards.
- **Implemented advanced data integration strategies**, including incremental load mechanisms, which reduced resource usage by **40%** and bolstered system resilience.
- **Collaborated with cross-functional Data Science teams** to operationalize and monitor over **10 systematized data pipelines**, ensuring seamless execution and reliability in daily operations.
- **Crafted comprehensive data artifacts**, such as data lineage documentation, data catalogue, **enhancing traceability** for key business processes and improving audit readiness.
- **Delivered over fifty high-impact Power BI reports**, revolutionizing data visualization and reporting workflows. Accomplished a **20% improvement in processing efficiency** and realized significant cost savings.
- **Elevated data accuracy by 20%** and championed compliance through robust data governance initiatives, ensuring **data integrity**, **veracity**, and alignment with organizational standards, while adhering to the **5 Vs of data** for best data quality and business decision-making.
- **Intensified decision-making by 80%** by partnering with C-suite leaders to address strategic business challenges and drive data-driven initiatives aligned with organizational goals.
- Engaged **directly with external data partners/vendors** along with technology teams in defining strategic initiatives that resulted in revitalizing workflow efficiency metrics by 25%, ensuring projects-maintained momentum despite unforeseen hurdles.
- AI Powered Invoice Processing & Analytics, constructed and executed an automated system to extract, store, and visualize invoice data using **Azure AI, Power Automate, SharePoint, and Power BI**. This solution streamlines invoice processing, reduces manual effort, and offers real-time insights.
- Pioneered a Generative **AI chatbot utilizing GPT-4o Mini**, integrating large language models (LLMs) with a Python-based process flow, powered by Azure OpenAI.

Manager - Analytics & Data Science, TATA Voltas
(September 2022 – February 2024)

- **Accelerated business decisions by 60%** through the **design and implementation** of unified **Data Lakes**, ensuring seamless integration of disparate data systems and perfecting data **processing** for faster decision-making.
- **Boosted customer lifetime value (CLV) and repeat purchases by 25%** by engineering a robust Customer Data Platform (CDP) that integrated data from multiple touchpoints, improving data quality and enabling actionable metrics design for marketing strategies.
- Enabled 90% faster decision-making by creating interactive **Power BI dashboards**, delivering **real-time insights,** and contributing to a more efficient **reporting infrastructure**.
- **Elevated decision-making capabilities** by designing and deploying over 20+ critical **KPIs**, aligning with business and technical requirements and providing strategic clarity across teams.
- Reduced **data errors by 80%** and increased customer satisfaction by 10% through the introduction of **innovative data cleansing processes**, improving overall system performance.
- **Achieved a 10% increase in total revenue** by spearheading **predictive modeling initiatives**, refining **revenue streams** through **machine learning frameworks** and improving **data pipeline efficiency**.
- Directed a team of 4 analysts, engineers, and scientists, ensuring the adherence to **coding and architectural guidelines**, promoting **Data Engineering best practices**, and driving timely project deliveries with minimal roadblocks.
- Streamlined workflows within **JIRA**, setting up customized **dashboards, sprints**, and reporting templates to improve project visibility and communication across teams, ensuring alignment with **system requirements** and project timelines.

- **Partner with data vendors to define transformation approaches, timelines, and action steps**, ensuring successful delivery by resolving issues and implementing effective solutions.

Assistant General Manager - Analytics, HT Media
(March 2019 – September 2022)

- **Generated INR 13M incremental revenue** through **data-driven segmentation models** and customer analytics.
- **Launched a revenue-generating business line** during COVID-19, securing a **47% profit margin** in the first year.
- **Enhanced campaign performance by 20%** via **BI dashboards, time-series modeling, and sentiment analysis**.
- **Reduced operational costs by 15%** by renegotiating contracts and perfecting business processes.
- **Increased profitability by 10% and reduced operational efficiency by 20%** by combining project silos, streamlining workflows, and automating processes, driving a more unified and efficient business model.
- Fostered a data-driven culture through an advanced BI training program, upskilling team members, **reducing reporting time by 60%** and empowering faster decision-making.

Manager - Marketing & Client Insights, Concentrix
(December 2017 – February 2019)

- **Drove $1M in incremental revenue** by **refining business performance across key metrics**.
- **Increased market share by 10%** through **data-backed competitive analysis and research initiatives**.
- **Accelerated operational efficiency by 8%** using industry trends to enhance marketing solutions.

Manager - Analytics, Tolexo India
(April 2015 – April 2017)

Deputy Manager - Analytics, Encore Capital Group
(August 2010 – February 2015)

Business Analyst - Genpact India
(June 2005 – July 2010)

PROJECTS & INITIATIVES

- Developed an AI-powered chatbot that seamlessly integrates SQL Server, Python, and a GPT-4.0 mini language model, enabling Natural Language Processing (NLP) for intuitive querying and analysis of structured data.
- Automated invoice processing workflows by leveraging Azure AI for intelligent invoice data extraction.
- Advanced Power BI Reports: Architected interactive dashboards, reducing reporting time by 70% and improving insights.

EDUCATION

- **Applied Generative Artificial Intelligence**
  - ❖ **Purdue University – 2025**

- **MBA – Data Analytics & Decision Making**
  - ❖ **NIBM (NATIONAL INSTITUTE OF BUSINESS MANAGEMENT)**
  - ❖ **August 2015 – February 2017**

VISION STATEMENT

As a leader in data and analytics, my philosophy centers on creating high-impact data-driven cultures that empower organizations to make informed, agile decisions. I believe in the power of innovation, collaboration, and scalability to deliver measurable results, from transforming complex data into actionable insights to building strategic frameworks that support business growth. My vision is to use emerging technologies like AI and machine learning to drive predictive, real-time insights across all levels of the organization, enabling not just faster decision-making but smarter, data-led strategies that open new revenue streams and foster competitive advantage. I am enthusiastic about building diverse, high-performance teams, nurturing talent, and creating environments where everyone is aligned around a common data-first vision that drives operational excellence and profitability.