

# ARCHANA V L

Consultant at PwC | IIM Ahmedabad | CEG, Anna University

Solution-Driven Technology Consultant who has a knack for business, to convert insights into strategic opportunities for clients. Experienced in working closely with leaders across product, sales, service and procurement to support and implement high-quality, data-driven solutions.

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Chennai, India

21 May, 1996



## Work Experience

### Consultant

PricewaterhouseCoopers Services LLP Jul 2019-Present

Microsoft Dynamics 365 for Finance and Operations

- End-to-end global implementation of **Dealer Management System** in **leading multinational automaker**; Fulfilled Process Study, Requirement Analysis & Fitment, Effort Estimation, End-User Training, Business Change Requests & Technical Solution Designing
  - Managed the Operations team in **Solution Design, Development & Deployment** of modules pertaining to Sales, Service, Procurement, Inventory Management of ERP implementation projects
  - Single handedly managed** end-to-end configuration, support & deployment of MS Dynamics 365 for the client's **Thailand business**
  - Responsible for integration of tasks & business processes of ERP source system with SAP through **MS Azure Logic Apps Cloud Services**
  - Automated and implemented **Dual-Write** - the out-of-box infrastructure for data integration of different business applications
  - Spearheaded collaboration with the client SAP & App teams for the launch of the **first-of-its-kind initiative of personalized motorcycles** through App-based 3D configurator solutions
  - Assisted business development team by providing product demo to prospective clients for adapting digital transformation
  - Hands-on experience in working with business data analytics and visualizations tools including **Alteryx, MS PowerBI, Tableau**
  - Formulated Standard Operating Procedures (SOPs), functional requirement/design documents & test cases; Conducted **trainings & change management sessions** across business users and dealerships
  - Coordinated with third-party vendors to provide real-time field support; Actively involved in coaching the juniors & training the peers
- Recognitions**
- 'Exceeded performance standards' throughout & obtained **Best Performance Rating** for contribution to 'Client' & 'People'
  - Received appreciation from Head - Digital & Analytics, Client
  - Awarded '**Customer Wow Champion**' badge by the field users for on-time closure of production issues

### Business Analyst Intern

American Express

Apr-May 2018

Credit Risk Decision Science

- Identified the best option for optimal usage of available financial information in OPEN risk models; Reviewed 100+ commercially underwritten customers; identified top financial attributes
- Analyzed data of 30K+ financially underwritten customers** in the OPEN and GCP portfolios; Added new Behavioral Variables to the existing GBM models to evaluate Credit Risk Models
- Lift of 1.5% in Default Capture Rate for individual segments; Derived model was **operationally more Optimal and Effective**

### Live Project Consultant, IIM A

ONGanic Foods Pvt. Ltd.

Jun-Dec 2018

- Formulation of export & retail strategy for the US & Europe markets
  - Selected amongst the **FII Best Performing Projects**; Won INR 35,000
  - Analyzed 100+ potential retailers/suppliers/wholesalers/processors
- Voylla Fashions Pvt. Ltd.** Dec 2018-Feb 2019

- Determination of Price Elasticity in Omni Channel Retailers
- Conceptualized methods to set MRP for Voylla's **35000+ SKUs** across categories of jewelry; Analyzed competition, selling, targeting, design, and seasonality to set Price Points

**Volunteer4India**

Jan-Mar 2019

- Created a Marketing Plan for **WhereIsMyPlasticGoing?** initiative
- Formulated Digital Marketing Strategy; Tracked waste recycling process management in Ahmedabad

## Key Skills

Planning & Execution

Data-Driven Decision Making

MS D365

Tableau

PowerBI

Design Thinking

Strategic Thinking

Alteryx

Business Development

New Technology Implementation

Solution Integration

## Education

**MBA | Indian Institute of Management, Ahmedabad**

Top 1% in Analytics courses

2017-19

**BE (ECE) | College of Engineering, Guindy**

9+ / 10 in 43 / 62 courses

2013-17

**Class XII (TN Board) | St. John's Mat. Hr. Sec. School**

96.75% - Recipient of High Achiever Award

2012-13

**Class X (CBSE) | St. John's Sr. Sec. School**

93.1% - A1 in 4/5 subjects

2010-11

## Achievements & Awards

**National Finalists:** Parivartan, IIM A, sponsored by Tata Trusts

**National Finalists:** Eureka, annual business symposium of GIM

Presented to the **Former President of India, Pranab Mukherjee**

on the review & critiquing of Sustainable Development Goals

**TN GSS Scholar:** Government scholarship recipient for 4 years

**Throwball Gold:** Shaurya'17, IIM Ahmedabad

**Throwball Silver:** Sangharsh'18, IIM Bangalore

**Karate:** Achieved Brown Plain belt in Wado-Ryu Karate style

**Singing:** 1<sup>st</sup> in Group Song in the state level Cultural Bonanza

**Best Artist Award** for the academic year 2011-12

## Positions of Responsibility

**Captain of Throwball Team - IIM A**

2018-19

Organized Throwball Tournament for 6 teams in Shaurya'18

**Member, Finesse - IIM A**

2018-19

Led the central organizing team; curated & conceptualized two DIY videos with a reach of 2.6K+ followers

**Workshop Head, Techofes - CEG**

2015-16

Generated revenue of INR 2 lakh; received footfall of 500+

**Events Head, Resonance - CEG**

2015-16

Conceptualized the event 20 Q's; garnered income of INR 20K

**Organizer, NSS - CEG**

2014-16

Organized orphanage visits to the Good Life Centre; selected for

the camping programme as part of the Village Adoption Scheme

**Scribe - St. Louis Institute for the Deaf and Blind** 2014-16

Worked for visually impaired school students of English and

Tamil mediums for Classes X and XII

## Languages

English

Tamil

Hindi



## Interests

Fiction

Badminton

Nature

Singing