**VIJAY M. THORAT**

**Mobile:** 9762198403 & 9139495969 Add :- Survey No: 484/1, CTS No: 1764, Flat #2, 1st Floor,

**E-Mail:** [Vijaythorat0809@yahoo.in](mailto:Vijaythorat0809@yahoo.in) Near Varun Hotel, Keshav Nagar, Kasarwadi, Pune – 34.

A result oriented professional with **8+** Years of experience, Dynamic & self-motivated with solid grip over Revenue management. Result oriented executive with high energy levels and enthusiasm. Demonstrated capability to take new tasks and opportunities and accomplishing them with in time frame. Proactive and Possess credibility & personal integrity that leaves lasting impressions with seniors mangers, motivates employees and generates loyalty.

* Business Analysis and Reporting ❖ Pre Post Analysis
* ZMU Deletion/Debit Activity ❖ Market Stock Reconciliation
* Flash and Forecasting ❖ Acquisition Quality Analysis
* MS Access (Advanced)

**Professional Summary**

* Presently working as **Senior Executive** with Aircel Ltd. (Maharashtra & Goa circle) in Marketing dept (U&R)
* Domain Skills:- MS Office (Excel, Access, Power Point)

**Career Contour**

**Marketing (5+Years)** Feb ‘12 – Till Date **AIRCEL**

* Business Analysis with strong hold on Access for report generation linked to Major KPIs.
* Flashing of important KPIs to HODs and Circle Head for current analysis and decision making.
* Maintaining customer data base (nearly 30 Lacks customer base) with all KPIs which helps in identifying customer behavior.
* Segmenting the IN base as per Zero usage, Low minutes of usage to push respective offers to retain the base
* Handling ZMU deletion and deduction as per TRAI guideline.
* Maintaining the Product wise (MRP wise) profitability such as RPM, RPMB, RPS which helps to analyse products
* Maintaining Zone wise and Site wise KPIs such as Revenue (Decrement & PF), MOU, AT, Tertiary, Primary, Data Usage, RGS base)
* Maintaining Retailer wise/Distributor wise/ZM wise/TM wise/FOS wise Acquisition Quality from M0 to M6
* Handling customer communication, from base identification, to sending communications to segmented base.

**Sales (2Years)** 01 May ‘10 – 15 Feb ’12 **AIRCEL**

* Quality of Acquisition (QOA) report to identify the quality of new acquisition.
* Quality categorization report (Outlet wise) to identify the quality of outlets to identify cancer outlet
* Quality of Top 10% contributing outlets and their quality
* Maintaining ZM/TM/FOS/Distributor/Retailer wise Activation report.
* Maintaining Activation Vs. FC, FR and CEF report.
* Target Vs. Actual achievement report (Zone,ZSM,TSM wise)
* Non ICR, ICR and New Town wise FR contribution report.
* FOS wise performance details.
* Maintaining the Monthly Review PPTs.

**Project (Network)** 16 Feb ‘09 – Apr ’10 **AIRCEL**

* Maintaining all sites sharing database.
* Maintaining Indus Portal – Site Sharing Request and Service Order on Indus Portal
* Follow-ups with Indus, Tata and Idea acquisition team for Sharing sites.
* Handover acquired sites to project team for roll out on daily basis and maintain the tracker for the same.
* Follow up for regular updates from project team and acquisition team till site handover to the O&M Team.
* Provide the monthly On air site details and acquired site report
* Providing Aircel Host sites Sharing clearance to other Operators
* Maintaining the tracker of sharing sites and provide necessary database to respective teams.

**Educational Qualifications**

* D.B.A First Class from National Institute of Management.
* B.A. First Class from All India Council of Education.
* H.S.C from Kolhapur University.
* S.S.S form Kolhapur University.

**PERSONAL VITAE**

Date of Birth : 08th September, 1984

Marital Status : Married

Passport : Yes

Language Known: Marathi, Hindi, English