Varun Kumar Srivastava

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CAREER PRÉCIS

- A competent professional with **overall experience** of around **6 years** with Hero Moto Corp Ltd., Infosys Technologies Ltd. and Huawei Telecomm. Pvt. Ltd.
- Working as an **Associate Manager - BI and Analytics** with **Hero Moto Corp Ltd.** since 20th Apr 2015
- Skilled in initiating, managing and growing relationships with clients. Possesses a unique combination of creative and analytical skills that have proven valuable in solving complex problems and driving business results. Adept at working with multiple stakeholders; worked extensively at the intersection of customer marketing, business analytics and process design
- **PGDM** from **Indian Institute of Management, Kashipur (2013-2015)** majoring in **Marketing & IT**
- Proficient in technologies like Python, Machine Learning (Scikit-Learn), SAP BI (WebI), Java and SQL, and well-versed in statistical techniques like linear regression, logistic regression, cluster analysis and algorithms like SVM, Random Forests, Random Forests, Adaptive Boosting, kNN, k-Means, Mean-shift etc., for predictive modeling & forecasting

CAREER CONTOUR

From Apr'15 – till date with Hero MotoCorp Ltd. Gurgaon

Key Deliverables:

Development of Retail Forecast models: Objective of the project was to predict the retail sales month-wise and quarter-wise across all the zones and states and thence, optimize the production, supply-chain and inventory optimization

- Generated an average accuracy of around 85% across months and 90% across zones. Also generated the same accuracy using scikit (Machine learning) library of Python by using Adaptive boosting algorithm

Classification Analysis of Enquiries: Objective of the project was to identify the parameters considered essential by the customers in order to make purchases and hence classifying the enquiry won/lost

- Generated an average accuracy of around 90% across states and bike models using scikit library of Python by employing statistical algorithms like SVM and Random Forests.

Multiclass Classification Models for Customer Purchase: Objective of the project was to identify the parameters considered essential by the customers in order to make purchases and thence suggesting the most appropriate models to them.

Data Mining and Data Cleaning for Global Business: Objective of the project was to automate the process and reduce the time taken in order to convert the unstructured data to a structured one and finally feed the same into the database in order to generate the BI report and dashboard development

- Reduced the time taken for data cleaning by more than 98% (from an initial time of 4hrs to less than 2 minutes)

Data Visualization and BI reports: Successfully delivered dashboards across various domains in HR, Marketing, and Global Business etc. Also responsible for development and delivering of BI reports based upon the requirements generated across the organization.

Application Development and Deployment: Successfully designed and delivered business applications like Transporter Rating System, Timely Order Incentive system for Parts Distributor, Dealer and their Authorized representatives' related reports etc.

From July'13-Mar'15 with Indian Institute of Management Kashipur

Key Responsibilities:

- Cofounded and conceptualized the formation of IT and Analytics club
- **Secretary, IT and Analytics Club** as well as an **active member of Operations and Supply Chain Club**, IIM Kashipur
- Led a team of 11 executive members responsible for organizing **IT conclave**
- Coordinating with various IT industry leaders for annual **Leadership conclave**
- Organized HP Coherence case study competition as a part of 'Agnitraya'- Management, sports and cultural fest of IIM Kashipur

SUMMER INTERNSHIP

From Apr'14-May15'

Business development & Designing Market Strategy for Kinder Garden Pre-School & Day-Care

Key Responsibilities:

- Performed various Primary and Secondary market research of the competitors
- Contacted and converted the leads generated for the franchisees
- Formalized the first school tie-up for the company with aunty and formal schools
- Conceptualized and initiated the school tie-up with real estate builders

From Feb'09-Aug'12 with Infosys Technologies Ltd.

Key Projects Undertaken:

1) Design and Development of Booking Screen for TOS (Tour Operating System)

- Developed APIs acting as an interface between various business modules
- Developed the Passenger Section for Booking Main Screen
- Written various API's for Save and Retrieval of various services being used in the Booking Screen
- Functional and UI related defect fixing

2) Design and Development of NPS (Network Processing System) - BELGACOMM

- Designed various HTML pages during the requirements phase
- Responsible for designing various XSLT's to display information
- Developed APIs for converting XML's to Java Objects and vice-versa
- Developed the Application module showing various details of the work order

From July'08-Jan'09 with Huawei Telecomm. Pvt. Ltd.

1) Project on Maintenance and up-gradation of 2G/3G Services - MTNL

- Patch upgrades for various tariff services
- Resolving the issues related to network problem
- Fixing the defects associated with incorrect pricing

EDUCATION

- PGDM from Indian Institute of Management Kashipur, with majors in IT and Marketing with an aggregate of 7.34 out of 10
- B.Tech from K.N. Modi Institute of Engineering and Technology, Modinagar, in Electronics & Comm. Engineering with an aggregate of 74.3%
- Intermediate (ISC) from UP Kirana Seva Samiti Vidyalaya, Kanpur with 80.2%
- High School (ICSE) from St. Thomas School, Kanpur with 78.4%

ACHIEVEMENTS

- Secured 3rd position in "Good Governance Day" White paper presentation competition (2015)
- Winner-Most interesting entry 'The Intern! Contest 2014' , an annual event by IdeasMakeMarket.com, India's finest reader contributed business blog (2014)
- Certificate of Excellence for achieving 99.9 %ile in 'VISHWAKARMA' a game in Operations (2014)
- Finalist(North Region) in 'Parivartan', case study competition conducted by IIM Ahmedabad (2014)
- Secured 3rd position in 'Chain Reaction', case study competition conducted by IIM Indore (2014)
- Secured 3rd position in 'Retail Zone', Operations simulation event held at LBSIM, New Delhi (2014)
- Solver 'Crowd Analytix', Leaderboard 'INFER: Messenger wars in Indonesia' (2014)
- Secured 3rd position in 'Bulls Eye', online trading simulation event held at IIT Kharagpur (2013)

PERSONAL DOSSIER

Date of Birth   : 15th November, 1985
Present Address   : 6, Type-4, Kendranchal Colony, Near Navbasta Thana, Kanpur- 208014, U.P.
Mother's Name   : Mrs. Pratima Srivastava
Father's Name   : Mr. Vijay Kumar Srivastava
Sex   : Male
Marital Status   : Single
Nationality   : Indian
Languages Known   : English & Hindi.
Hobbies   : Playing Cricket, Chess, Snooker, Reading Novels and listening Music

I hereby declare that the information given above is true to the best of my knowledge and belief.

Place:
Date:

(Varun Kumar Srivastava)