

Marketing & Sales | Data Analysis | Business Intelligence

Self motivated, curious and enterprising business analytics & intelligence professional with an analytical mindset combined with a strong communication and presentation skills. Process oriented professional with a great eye for detail and execution. Networking in business and social environment to share ideas and explore opportunities.

Close to 6 years of professional experience into market research, business development, marketing, sales and growth management in a corporate and start-up environment.

Significant Results achieved in the areas of research, sales and customer growth for start-ups and MNC's. Created a healthcare offering for the US market in a combined effort with the technology team. Led a marketing team for mobile application to achieve over 300% growth in a month in the initial phases of the product launch. Over a million in revenue for the IT services market.

Career Objective

Looking to solve problems using analytical methods and techniques to help a business achieve its objective. Strive to explore and adapt to new ideas and opportunities for an inclusive growth.

Skills & Expertise

- Conduct research, gather market information and perform various analyses to support and improve business growth. Engage across teams and departments to plan and execute strategic initiatives.
- End to end sales cycle management. Work closely with technology teams to see through the project delivery and for a consistent customer support.
- Lead generation through calls, mails and business networks. Design, execute and manage marketing campaigns. Use different KPI's to assess the effectiveness of the campaign and ROI analysis.
- Data extraction, exploratory analysis, visualization and inference making to better understand consumer behavior for a successful strategic alignment with the current and future marketing campaigns.
- Business Intelligence using text mining. Use different modeling techniques – random forest, CART, logistic regression to interpret the underlying sentiment of the potential customers on social media.
- Competitor intelligence and analysis on current business trends to keep the stakeholders informed and updated. Share actionable insights to increase and improve cross-sell and up-sell efforts.
- Segmentation (RFM, Customer Lifestyle, Pricing), assortment, targeted marketing and ROI analysis.

AREAS OF EXPERTISE

Data Mining
Business Modeling
Forecasting
Machine Learning
Business Development
Sales & Marketing
Market Research

TECHNICAL SKILLS

R
SAS
SQL
Tableau
Knime

EDUCATION

PGP BA-BI
GLIM - Illinois Institute Of
Technology
(2017- 2018)

EDUCATION

B.A (Applied Linguistics)
Patna University
(VCFE – 2007)

INTERMEDIATE OF SCIENCE
Raj Narayan College
(MATHS – 2004)

BOARD
ST. Joseph High School
(CBSE – 2002)

AWARDS & RECOGNITION

Recognition For The ONC-
ATCB Healthcare Project - US

CURRENT ADDRESS

Whitefield
ITPL Main Road
Hoodi Circle
Bangalore - 48

Academic Project

Capstone Project: Using Yelp data to evaluate business success.

- We used Yelp’s publicly available data to identify business influencers, key factors in assessing business health, and the reviews given by the users being genuine or fake.
- Using logistic regression we were able to arrive at statistically significant attributes for given business categories selected for analysis.
- To identify key business influencers, we used cosine similarity measures and used random forest to test the model accuracy.
- We used CART, random forest, logistic regression to classify reviews as genuine and fake.

OCCUPATIONAL CONTOUR

Business Development Manager
Web Development Service & Solution
September 2016 – November 2016 | Panama Technologies | Bangalore, India

- Plan, build and execute sales strategy around the core offerings - website design & development, mobile app development, digital marketing, social media optimization.
- Perform deep analysis of need based on customer specifications and offer the best possible solution to close sales.
- Guiding and managing team members to adhere to the outlined process and produce results. Interact with tech team to convert business problems into a success story.

Results Achieved

- Revenue worth 0.45 million generated for the company within two months.
- Streamlined process to measure efforts toward achievement of revenue goals.
- Better planning and networking practices.
- Improved communication to different stakeholders led to better market offerings and revenue share.

Marketing and Operations – Lead
Mobile App. – Dating Application
May 2015 – April 2016 | Cogxio | Bangalore, India

- Initiated marketing management activity for the product almost a month into the market.
- Built growth strategies around integrated marketing and channel partners.
- Product design and feature enhancements to accomodate consumer sentiments
- Proactive marketing approach to create unique value proposition through strategic partnership with global, local brands and other channels.

Results Achieved

- 300% user acquisition growth in the initial phases of app launch.
- Top trending subjects (twice during the campaigns on social media).
- Inducted by NASSCOMM 10,000 start-ups for growth accelleration and funding.
- Brought user aquisition cost to a very competitive margin.

**A detailed occupational contour available on request.*