

TATHAGATA CHAKRABORTY

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PROFESSIONAL SUMMARY

Driving high-performance operations by blending analytics, automation, people leadership, and marketing insights to unlock efficiency at scale.

Results-oriented Operations, Analytics, and Marketing professional with experience across Amazon, TCS, and TVS. Skilled in deploying AI-driven automation, leading GTM planning, performing market and competitive analysis, and optimizing performance metrics across large teams. Strong expertise in LLM-based solution design, Lean Six Sigma, statistical modeling, and dashboard-driven decision-making.

KEY SKILLS

Operations Management • Process Automation • AI Integration • Team Leadership • Marketing Analytics • Stakeholder Management • Performance Analytics • Lean Thinking • Project Coordination • Data-Driven Decision Making

TECHNICAL SKILLS

Python • SQL • Tableau • Java • Spring • HTML • CSS • JavaScript • Advanced Excel • PowerPoint • Data Visualization

PROFESSIONAL EXPERIENCE

AMAZON – Operations Manager I (Buyers Abuse Department) | May 2025 – Present

Team Management & Operational Leadership

- Managing a team of 25 Investigators (L3 level) ; driving productivity, quality, NPT, and schedule adherence.
- Handling escalations, performance reviews, coaching discussions, and day-to-day workflow allocation to ensure seamless operational delivery.
- Collaborating with leadership to execute data-driven performance improvement strategies and maintain investigation accuracy.

AI & Automation Initiatives

- Integrated Amazon QuickSuite LLM with workflows by feeding all SOPs from Amazon Watson into a chatbot for real-time guidance.
- Built TamperMonkey automation scripts and two Chrome extensions — Navigator Script and Timer Extension — reducing AHT by 35% and improving IPH from -3% to +20%.
- Designed Excel automation with macros for weighted IPH calculations and automated Outlook reporting.
- Co-built the Investigator Handbook (HTML, CSS, JS) hosted on SharePoint with centralized SOPs, tools, and IT resources.
- Used SharePoint data fetching to avoid DBMS overhead and ensure org-wide access.

Process Excellence & Quality Improvement

- Applied Lean Six Sigma RCA to identify defect contributors and eliminate recurring issues.
- Used Pareto analysis to prioritize major defect causes and implemented targeted training interventions.

Productivity Analytics & Reporting

- Developed Daily IPH tracking model using weighted calculations and automated performance reporting.
- Replaced outdated T-2-week maturity model with real-time IPH monitoring.

Hiring & Capability Building

- Conducted interviews to hire high-bar investigators.
- Built onboarding and capability development frameworks for fast ramp-up.

Operational Governance

- Maintained shrinkage under 15% for 4 consecutive months using Excel + Quip forecasting models.
- Managed staffing, NPT governance, and workforce health metrics.

Full-Stack Development (Java | Spring | PostgreSQL)

- Developed full-stack applications for Bajaj Finserv, Camlin, and Tata Sons.
- Optimized SQL queries improving system responsiveness by 20%.
- Enhanced modularity, architecture, and exception handling.

Automation & Workflow Optimization

- Implemented automated email workflows for recruitment systems.
- Streamlined backend logic to reduce process turnaround times.

Agile Delivery

- Implemented Agile for the first time in the Tata Sons project, replacing Waterfall.
- Led Agile ceremonies and coordinated with cross-functional teams.
- Supported UAT cycles and drove production improvements.

Stakeholder Communication

- Worked with Bajaj Finserv, Camlin, PIX, AMI Tyres, TASL, and TAFL for requirement gathering and delivery alignment.

TVS MOTORS – Country Manager Trainee (Internship) | Apr 2024 – Jul 2024

Market Assessment & Strategic Analysis

- Assessed Morocco's two-wheeler opportunity (2W market size : 2.6 lakh annual units) using demand studies, distribution feasibility, and competitive mapping.
- Conducted PESTEL analysis on regulatory, economic, cultural, and technological factors affecting market entry.
- Applied regression on GDP, inflation, unemployment, income to identify economic drivers shaping demand.
- Developed STP strategies to define priority customer segments and positioning for NTORQ.

Competitive Benchmarking & Pricing Strategy

- Benchmarked Honda, Yamaha, and local competitors on features, pricing, and service coverage.
- Designed pricing recommendations for two NTORQ models aligned with competitor pricing, margins, and customer willingness-to-pay.

Dealer Identification, Conversion & Relationship Management

- Evaluated 5 dealer prospects on capability, infrastructure, and geography; converted 1 strategic dealer.
- Drove onboarding, negotiations, documentation, and readiness tracking.
- Maintained structured dealer communication on volumes, training, and activation milestones.

Go-to-Market Planning & Execution

- Coordinated with logistics and export teams to dispatch 46 NTORQ units via LOC.
- Created a comprehensive pre-launch readiness plan covering sales, logistics, and dealer operations.
- Developed marketing activity calendars including demos, events, influencer outreach, ATL/BTL plans, and launch activation.

Budgeting & Marketing Campaigns

- Co-managed a USD 358,000 marketing budget across pre-launch, ATL, BTL, digital, and post-launch phases.
- Supported digital campaign planning—messaging, targeting, content themes, and channel selection.

Cross-Functional Collaboration

- Worked with branding, logistics, and IB teams to align GTM milestones and deliverables.
- Collaborated with market research teams on demand forecasting and competitive landscape insights.

ACADEMIC & ANALYTICS PROJECTS

Evaluating ChatGPT-Generated Personas for Market Research & Marketing Analytics

- Created detailed personas using ChatGPT with demographic & psychographic variables.
- Benchmarked AI-generated insights with 46 real MBA doctor surveys.
- Applied ANOVA and Chi-square to validate consistency and derive marketing insights.

E-commerce Supply Chain Optimization Using Advanced Analytics

- Performed EDA on 1.8 lakh+ rows; identified risks and gaps.
- Ran Green Field Analysis, SARIMA forecasting, Apriori MBA, and RFM segmentation.
- Achieved 96.5% service level using optimized EOQ inventory policy.

Customer Review Analysis – Redmi Note 6 Pro (Natural Language Processing)

- Conducted NLP modeling using LDA and sentiment extraction.
- Identified dominant themes and recommended product improvements.

EDA on Global Billionaires Dataset

- Analyzed wealth, industry concentration, demographics using Python visualizations.

Industry-wise Company Performance – Tableau Dashboards

- Built dashboards: top companies, revenue trends, Pareto, geospatial maps.
- Created a Healthcare industry storyboard showing multi-year insights.

Lean Six Sigma Recruitment Optimization Project

- Executed DMAIC using Minitab with hypothesis tests, RCA, Pugh Matrix.
- Implemented SPC charts to stabilize recruitment and training processes.

Marico Sustainability and CSR Report Analysis

- Performed ESG benchmarking against industry leaders and provided sustainability roadmap.

CERTIFICATIONS

- Lean Six Sigma Green Belt – KPMG
- ChatGPT & Midjourney: Digital Assistants
- Tableau 2023–24 Certified Data Analyst – Udemy
- Introduction to Digital Marketing – Internshala
- Introduction to AWS Cloud Essentials

EDUCATION

MBA (Dual Major- Operations and Data Science, 2023–2025) – Great Lakes Institute of Management, Chennai | **CGPA: 3.45/4**

B.Tech (Information Technology, 2017–2021) – Kalyani Government Engineering College | **CGPA: 8.6**

12th (2017) – Experimental High School | **89%**

10th (2015) – Experimental High School | **91.57%**