

5 plus years in Data Management, Data Driven Consulting and Transitioning Offshore Projects. Experienced in Data Driven Strategies and Analytics. Managing content ,projects and research.

EDUCATION

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| Indian Institute of Management ,Lucknow | 2001- 2003 | MBA |
| Delhi College of Engineering ,Delhi | 1997- 2001 | BE (Mechanical) |

CAREER EXPERIENCE

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| Virtua-Analytics.com | Dec 2006- Present | Data Analytics Consulting |
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- Projects on Automotive Dealer Management (Inventory Management).
- Propensity Modeling for Internet Leads for Automobiles (Currently).
- Click stream Models and Clustering Models.
- Traveled to Austin , TX to transition projects.
- Knowledge Management and Documentation through collaborative tools.
- Website www.decisionstats.com has 430 + newsletter subscribers.
- Patent Applications Pending in Cloud Computing and Modeling.
- 12 Articles in www.coolavenues.com and 1 article in www.americandiversity.com.
- Interviewed by www.analyticbridge.com as Data Mining Consultant from India.

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| Citigroup India | June 2006- Mar 2007 | Business Analytics Manager |
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- Projects on cross selling credit cards to closed personal loan customers
- Projects on internet leads conversion and data enhancement
- Data Requests from Data center and Vendors
- Project Sold 50,000 extra cards on closed database
- Knowledge Management and Documentation through collaborative tools

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| WNS Global Services | Mar 2005- June 2006 | Service Delivery Manager |
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- Projects on selling Auto Insurance (North American car manufacturer's database).
- SAS and VBA Dashboards.SAS Macros and SAS Stat Model creation.
- Managed team of five and revenue of 1,50,000 USD
- Conversion of first analytics pilot for WNS.Helped startup analytics as a domain .
- Traveled to Atlanta ,GA to transition database project of size of 88 million rows.

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| General Electric | Feb 2004- Mar 2005 | Business Analyst |
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- Projects on selling credit card insurance on private label credit cards.
- SAS and VBA Dashboards.Propensity Models.

ADDITIONAL-

Worked with Tata Motors (June 2003-Feb 2004) as part of regional sales team.
Published Two Books of Poems at www.pothi.com. They were showcased in the recent Bangalore Book Fair.

Gold Medal in Soccer in Business School.

Topped CAT as top 20 Aditya Birla Shortlist.

All India Talent Scholar awarded by Prime Minister during high school.