

## SUMMARY

Seasoned professional offering domain expertise from 10+ years of experience in machinery industry. Commercial strategy professional turned business analyst. Exposure in India and Europe.

## EDUCATION

**Master of Business Administration** Mar 2018

**Rotterdam School Of Management, Erasmus University** - Rotterdam, The Netherlands

Coursework in Advanced Marketing, Digital Strategy, Choice Architecture; Graduated with 3.3 GPA;

Recommended new business model to Philips Avent for breast pump business in live consulting project

**Bachelor of Technology: Mechanical Engineering** Jun 2007

**National Institute Of Technology** - Silchar, Assam, India

Instrumental in organising several first-time events; Graduated with 6.2 CPI; Secured First Class.

## RELEVANT EXPERIENCES

**Business Analyst, OLX** – Amsterdam, The Netherlands Aug 2018 to Nov 2019

(World's largest classifieds business, backed by Naspers)

- Segmented customer using advanced analytics; redesigned performance marketing, product strategy; reduced bounce by 30%; increased page visits by 20%
- Performed analysis, synthesis of business intelligence data; built dashboards, presentations; highlighted findings; recommended strategy
- Forecasted market potential in EU, Russia, Brazil, Indonesia, US, India; recommended product, business strategy based on outcome
- Built complete process of billing automation; led project; reduced billing errors by 100%

**Intern, Allego** – Arnhem, The Netherlands Feb 2018 to Mar 2018

(Europe's leading EV charging and cloud service infrastructure provider)

- Performed market analysis; forecasted potential (till 2030), in commercial vehicle segments of Nordic nations

**Senior Manager, Tata Hitachi**, Ranchi, India Mar 2015 to Aug 2016

(India's largest construction equipment manufacturer)

- Established team, infrastructure to revive market of wheel loader in 3 months; increase market share by 10%

**Manager, Tata Hitachi** – Patna, India Dec 2009 to Feb 2015

- Developed and executed strategy; increased market share from <5% to 15%; retained highest market share of backhoe loaders in India for consecutive 4 years

**Territory Manager, John Deere**, Kolkata, India Jul 2007 to Nov 2009

(World's largest Agri equipment manufacturer)

- Convinced management, established 4 new exclusive dealers; increased volume by 50%

## SKILLS

- Statistical Analysis (R, PostgreSQL & Excel)
- Mathematical Model (Excel, R, @Risk)
- Business Analysis
- Business Process
- Business Planning
- Sales and Marketing

## ADDITIONAL INFO

- Rank holder in regional level mathematics olympiad
- Awarded twice by Govt. of India for performance in youth parliament
- Led and completed Chadar Trek - wildest trek on Earth
- Pursue photography and blogging as hobby