

# Amit Kumar

New Delhi, India | +91 8802999117 | 23kumar.amit@gmail.com | LinkedIn : <https://www.linkedin.com/in/amit-kumar-78141814/>

## SKILLS & COMPETENCIES

- 14+ year of experience in Analytics, Business Intelligence, Strategy and consulting.
- 10+ years in analytics & reporting lead role.
- 6+ years in Visualization and Data Modeling.
- Specialized in marketing analytics, Customer Segmentation, Data Visualization, Data Modeling, Predictive Late churn model and X-sell model.
- Diverse industry exposure IT, Telecom, Broadband/Cable TV and Consulting.
- In depth understating of databases, data warehouse, and analytics tools and technologies.
  - **Database/ERP:** SQL Server, Oracle, Teradata, HP Vertica, DB2
  - **ETL & Reporting:** SSIS, SAP Business Object, Power BI, Tableau.
  - **Analytics Tools:** SAS, SQL, Excel, Access, VBA, Python (Numpy, Pandas, Matplotlib, seaborn, scipy, statsmodels, sklearn, keras)
  - **Visualization:** Power BI, Tableau.
  - **Cloud Technologies:** Basics of Azure and AWS
- Managed diverse team of data engineer, data scientist, big data specialist, and developers.
- Project, Account, Client and Stakeholder Management.
- Solution architect, analytics platform & reusable assets development.
- Digital Transformation and Automation through analytics.
- Designed and delivered data-driven tools providing insights across.
- Liaise between business team and technical team to ensure a mutual understanding of processes and applications.

## PROFESSIONAL WORK EXPERIENCE

### Manager – BI & Analytics - DEN Networks Limited

December 2019 – Present (2 Years 1 Months)

New Delhi, India



- Developing visual reports, dashboards and KPI scorecards using Power BI desktop.
- Connecting to data sources, importing data and transforming data for Business Intelligence.
- Proficient in making DAX queries in Power BI desktop and using advance level calculations on the data set.
- Creating data visualization like Bar charts, Tree Maps, Line charts, Scatter plot, Mapping Visualizations etc. with Power BI.
- Interaction with stakeholders for requirements gathering and turn them into a powerful story told through engaging visuals in Power BI.
- Transforming, integrating and loading data into data warehouse database using SSIS.
- Developed Billing & Collection report, Cost & Revenue report, Cash Flow report & Budget vs Forecast report, Daily Operational report in Power BI.
- Weekly reconciliation of CAS system vs Headnet system on service level for Revenue Assurance team.
- Prepare and present operational ppt for weekly review and monthly review with CEO, CFO and Stakeholders.

### Director - YDYS Analytica Technologies Pvt. Ltd.

Dec 2018 to Nov 2019.( 12 Months)

Gurgaon, India



- Plan and implement overall marketing analytics, strategy and consulting for Den Networks
- Define most important KPIs to track and measure and define different KPIs for different channels.
- Collaborate with both front-line marketers and senior leaders and contribute data-driven content regularly.
- Explain and train employees on existing and new marketing analytics strategies.
- Forecast and develop the right strategies, campaigns, and tests to run.

### Consultant:-Frost & Sullivan India Pvt. Ltd.

Apr 2018 to Nov 2018. ( 8 Months)

Kathmandu, Nepal



- Worked on customer segmentation, customer profiling and predictive churn model for Ncell Axiata Limited, Nepal.
- Design, maintain and developed interactive dashboard for multiple stakeholder using Tableau desktop and SQL.
- Designing, developing & executing the required analytical algorithm, techniques, and statistical methods to develop predictive model.
- Working closely with the various stakeholders and internal teams in the deployment of the developed management dashboard and Predictive model.
- Provide technical assistance to practitioners implementing data management, performance management, and data analytics programs.

### Manager – BI & Analytics - Aircel Limited

Sept'10 to Apr'18. (7 Years 6 Months)

Gurgaon, India



- Worked on SAP BO/BI, Teradata, HP Vertica and SAS (Macro & Proc) using the reports development & automation, data Analysis and Predictive modeling.
- Developed analytical models like Predictive churn model, Cross sell and Upsell and Rotational churn, analysis for CVM, Pricing, VAS, Data & Device & Campaigns tools.
- Lead on the development and implementation of KPI's Dashboards, Predictive model and other reports to provide accurate, timely and effective management information to users at circles and corporate.
- Developing SQL script and SAS macro for daily/weekly/Monthly reports for business tracking and decision making.
- Performing functional testing on data and reports thus validating data output with business analytical requirement
- Ensure timely and correct updating in BI masters to result into minimal difference between BI reports with Finance KPIs.
- Business requirement identification includes identifying KPI definitions along with data variables, identifying dimension definitions and performing source system mapping.
- Performing functional testing on data and reports validation data output with business analytical requirement
- Keep teams motivated, work effectively, task follow up for successful and timely delivery of reports/analysis.
- Strong commitment to provide required analysis in provided timeframe and capability to work under extreme pressure.

## Specialist – (Business Analyst) - MTS India

Oct'09 to Sept'10 (12 Months)

- Manage database and reports development for marketing team using SQL, Access & Excel.
- Provide pre and post product analysis for new product launch and existing product.
- Prepare Daily, Weekly, Monthly and Quarterly reports for CVM, Pricing, VAS and Data & Device team.

- Responsible for report optimization, data validation, accuracy, and reconciliation with management approved definition and amendment.
- Writing the complex SQL scripts and Queries optimizing for dashboard development and data extraction.

New Delhi, India



## Executive – Business Analyst - Buongiorno Hong Kong Ltd.

Oct'2008 to Sept'2009(12 Months)

- Worked with the Business Operations and Tech teams to understand and derive data requirements for **MTS Russia**.
- Developed SQL scripts and optimizing SQL queries for data extraction and data analysis.
- Exploratory data analysis to identify patterns in data that eventually serve as an input to product.

- Identifying data trends, presenting the findings and making recommendations.
- Building ad hoc reports and other requested information and meeting deadlines for customer delivery.

Gurgaon, India



## MIS Executive - Vodafone Essar South Limited.

July'2007 to Spet'2008 (1 Years 3 Months)

- Worked with Data Warehousing, Business Objects (BO), Teradata, SQL and TOAD, Ms Access & Ms Excel.
- Prepared MIS reports of Daily, Weekly and Monthly and ensuring the timely publishing within TAT.

- Creating SQL Query and modify existing SQL query as per requirements of new reports development using SAP BO, Teradata and Excel.
- Manage Database for various reports for overall CVM activities and overall product analysis of data, voice, and other revenue.

New Delhi, India



### ACADEMIC AND PROFESSIONAL QUALIFICATION

- Master of Business Administration in 2011.
- Master of Computer Applications in 2008.
- Bachelor of Computer Application in 2005.

### CERTIFICATION AND SHORT TERM COURSE

- Certification of Completion of Python 3 from UdeMy in 2019
- OCA (Oracle 9i: SQL) Certified Professional from Oracle University.
- Using Tableau to Discover Powerful Business Insights.
- Learning Data Analytics
- Business Analytics Foundations: Descriptive, Exploratory, and Explanatory Analytics
- Statistics Foundations: Basics.
- Statistics Foundations 2.

### PROJECTS AND ANALYTICS SOLUTIONS

#### RA, Billing, Audit Analytics and Data Visualization Dashboard (SQL, VBA)

- Conceptualization, developed and executed new reusable tools /dashboard and revamped existing reusable tools in processes like Risk Management, Regulatory Reporting, Operational, Order to cash, Billing, and Partner Analytics

#### P&L, Cash flow, Revenue and Active Base trending using advanced data visualization (Power BI, SQL Server & Python)

- Developed a BI solution for exploratory data analysis and effective sampling
- This encompasses data and trends from multiple sources related to Billing, Collection, Cost & Revenue, Profit & Loss, Assets Movement, Cash flow
- The spikes and unusual trends correlation between Profit & Loss and Cost & Revenue as per regions, cost center and employment status were provided in an insight deck with anomalies.

#### Customer profiling and segmentation Analytics(Python & Power BI)

- Developed a customer profiling to identified type of customer base on basis of research data using Python
- It has been used to provide theme to understand reason and keyword in the cross selling product and churn retention and integration of campaign tools

#### Analytics Platform Development (SQL and Tableau)

- I was part of Analytics CoE team that was developing Analytics Platform - Led the development of business process Analytics modules in DAP Vendor Audits. Also, supported in development of P2P & GL

#### Risk Control Self-assessment (Power BI, SQL Server)

- Developed reusable tool which provides latest RCSA reporting of the business unit risk assessments and allows the senior leadership team (SLT) to drilldown and filter for specific business areas to view their control ratings.
- It also helps SLT to perform drilldown and investigative analysis to identify the root cause and patterns.
- It provides comparison of the year-on-year risk assessment to enable team to assess the state of self-assessment over period.
- It helps in quarterly risk assessment process by providing key insights, trends and other exceptions for risk assessment discussion.
- It provides holistic view of voluminous RCSA data in form of different KPIs, matrices and reports which enable the senior leadership team to take appropriate and timely action.
- It handled voluminous data from the RCSA system and created customized reports which was refreshed at shorter interval to see the progress and action implementation status by Business Unit. This, saving on total time of RCSA process.