DILIP GAYEN
Mobile : +91 8447960128   Email : dilipkgayen@gmail.com (Expert in MSSQL, Tableau, Python, Sprinklr and specialized in developing Forecasting/Planning,Facebook Ads Manager,Google Ads Manager,Youtube Ads)

Objective

To use my business acumen, process thinking and passion for data analytics and visualization to help my clients glean key insights about their business, their customers, and their environment so that they can achieve their growth goals.

Professional Synopsis

More than 14 years' experience in **analytics,** Forecasting/Planning ,Predictive Modeling, Facebook Ads Manager, Google Ads Manager, YouTube Ads.

-
- Working with **India Today Group** as Manager in **Analytics** domain as Data Scientist.
- Worked with **IIIM Ltd** as AGM in **Analytics** domain.
- Worked with **Snapdeal** as an Assistant manager in **Analytics** domain.
- Worked with **NIIT Ltd** as Manager Information System at Head office.
- Expert in **Digital Marketing** measure and success Indicator.
- Worked in **multiple analytics projects** involving customer segmentation
- Technical expertise data manipulation, macro creation, data transformation, SQL and Excel, BRD, FRD**, Minitab, Python.**
- Exposure to statistical techniques like **linear and logistic regression, Decision Tree**
- **Expert in Tableau,Sprinklr, Google Data Studio,Facebook and Google Ads Manager**
- Establish content and functional requirements and translate these into effective dashboards.
- **Lean** and **RCA** Certified and **Green Belt** trained and certified from Benchmark
- creating effective strategies to collect data, analyse information, conduct research, and implement **analytics** solution

Technical Purview:

Expertise   :   Data Cleansing, Analysis, Data Management
Analytical Tools   :   Vertica,MS-Excel ,VBA, Minitab, Python
Programming skills   :   SQL, VB.Net, VBA, HTML, XML, ASP.Net
Databases   :   MS SQL, MS-Access 2013, MySQL
Visualization tools   :   Tableau
Languages   : VB.net, Core Java, C++, XML, HTML
Scripting languages   : Python, Java Script
Modelling tools   : UML
Digital Marketing Tool: GA360, Firebase etc.

Organizational Experiences

India Today Group, Manager-Data Scientist- Analytics || Business Strategy since April'19 to current:

Description of Major Activities:
➢ Website Data Analysis: Responsible for developing a reporting structure to deliver analysis on various measurable metrics of the all the India Today Properties
➢ .Predicative Analysis: Predict Industry ranking of India Today sites and aid the sales team in developing a sales pitch for the various India Today sites.

➢ Creating dashboards using Tableau and Google data Studio, advance Excel
➢ Analysis of user interaction data from different websites and social media platforms using google analytics (GA 360), Comscore, Crowdtangle, Supermetrics, Tableau etc.

- ➢ Creating stories from the data which transform into business decisions and contribute to the growth and higher interactions
- ➢ Determining KPIs and developing dashboards to visualize strengths and weaknesses which help in sustainable growth of traffic and other key matrices

- ➢ Proposed a new content mix, content distribution strategy for the website.

IIIM Ltd, Kolkata Assistant General Manager -- Analytics || Business Strategy **April'18 to April'19:**
Deliver on multiple complex engagements by indulging into the following activities:

- Head of Analytics Team (PAN India)
- Responsible for Measuring Customer Experience (NPS, CSAT, CES)
- Produce client reports & deliverables in an accurate and timely fashion with the ability to interpret the data
- Handling call centre
- Expertise in linking data-sets and strong understanding of relational databases to be leverages in project analysis
- Create efficiency in the process through automation and customer demographic

IIIM Ltd, Kolkata Senior Manager -- Analytics || Business Strategy since **March'17**
Deliver on multiple complex engagements by indulging into the following activities:

- Analyse and churn data to derive meaningful insights and validate using correlation/regression
- Produce client reports & deliverables in an accurate and timely fashion with the ability to interpret the data
  Effectively manage issues and risks that arise during the lifecycle of the project
- Expertise in linking data-sets and strong understanding of relational databases to be leverages in project analysis
- Capable of creating scenario-based model using the current program constraints and suggesting strategy improving the program
- Create efficiency in the process through automation and customer demographic

SNAPDEAL, Gurgaon   Assistant Manager -- Analytics || Business Strategy from **Jan15 to Mar 17**
Tools Used - Vertica, SQL, Salesforce.com and Tableau

- Performing independent data/business/financial analysis for the senior management to make key business decisions using Bedford's Distribution, Pareto Analysis, Box Plot, Normal Distribution, Probability distribution.
- Mining, handling integrating large volumes of data from various sources and automating creation of reports on the data as per specifications.
- Performs Marketing insights and analysis including feature set comparisons, demography, Brand comparison analysis as well pricing, assortments, orders, acquisition and retention.
- Monitor developing ecommerce technology trends, evaluate business opportunities also regular reporting packet summarizing ecommerce orders, revenues, customer adoption to create reports for senior management to help them to make business decisions.
- Sets mid-long-term strategy, benchmarks with global standards for Seller business development team based on previous month performances and category gaps discovered as part of analysis.
- Setting a baseline for Rewards and Recognition programme (incentive programme for Business development (BD)).
- Creating Dashboard, responsible for updating of Dashboard
- Creating Performance Report for Team.
- Responsible to improve customer relation with vendor.

Accomplishment :
   Got **Best Business Development Awards** in 2015

NIIT LTD, Gurgaon   Manager --INFORMATION SYSTEMS SPECIALIST   Since-April 13 to Jan 15

Role:

- Interacting with the client for requirement gathering, designing and reporting.
- Bridging the gap in domain understanding between the client and technical team. Coordinating with the stake holders to translate the business requirements into actual project plan.
- Creating Detailed Requirement Design Documents (DRD).
- Creating Use Cases, User Interface Designs, Report Specifications, Print Specifications and System to System Interfaces.
- Preparing test scenarios. Work with the testing team to prepare the testing plan, scope and other relevant documents and reviewing the test cases prepared.
- Working with the development team to get the bugs fixed.
- Preparing different reports like: Signoff report, Root Cause Analysis Report,
- Training new resources for creation of deliverables
- Responsible for support and Training of Internal Systems Users
- Supporting 500 + centre on IS (information system)
- Responsible for releasing relevant and requisite patches /subversions for different technical related problems
- Constantly interact with all regional team member to understand and to resolve their issues.

Accomplishment :

- Achieved "**Award of excellence"** in 2013
- Released defect free product almost all times
- Felicitated with "**Long Service Award**"
- Functioned as an active member during external audit conducted by PWC.
- Supported 500 + centres nationally
- **Lean** Certified and **RCA** certified.

NIIT LTD   Assistant Manager –Information System   April 11-March 13

Role:

- Budget and Performance analysis.
- Responsible for creating Release notes in every month.
- Resonsible for creating procedures ,Rules, trouble shooting for new products.
- Responsible for support and Training of Internal Systems Users
- Supporting 400 + centre on IS (information system)
- Responsible for releasing relevant and requisite patches /subversions for different technical related problems

Accomplishment :
- Every month end process was completed without any pending issue.

NIIT LTD   Assistant Manager – Team Leader   April 07-March 11

Role:

- Responsible to impart defect-free Education Delivery and other services associated with it
- Responsible for technical growth and development of team members
- Responsible for the entire technical operations of the centre, strategic decision making
- Actively involved in strategic decision-making w.r.t business generation and profitability of the centre along with the Business Group.
- Visited different colleges for tie up for corporate Training

- Technical seminar conducted in latest technologies (like Advance excel, ASP.NET, SQL2005) as business promotion

Accomplishment :
- Led the centre for Quality compliance status GREEN
- Got special recognition as best trainer during 2006

Previous Experiences

- NIIT LTD   Group Leader System   April'06 –March 07
- NIIT LTD   Senior System Executive   May'2001-March 06

Training

- Software Engineering from NIIT LTD
- Lean and RCA certified
- Risk Management
- Green Belt

Education

- Master Degree in IT (MSC IT) from Karnataka University
- BCOM from Calcutta University
- Software engineer (3 years' diploma from NIIT)

International Certificates

MCSD, MCDBA, MCSA and MCT