

SREEJEET DUTTA

ASSOCIATE CONSULTANT

SUMMARY

Seasoned & versatile management professional with an end-to-end customer experience across multiple channels and customer touch points; instrumenting conversion points and optimize user funnels

BUSINESS & TECHNICAL PURVIEW:

Design Thinking
Consulting
Business
Analysis
R Language
Secondary Research
MS Excel, MS Power
Point
Qualitative Analysis

REACH ME AT:

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ACHIEVEMENTS

Secured 2nd position in Intra-
College Management fest
'IDEATHON'

CERTIFICATIONS

Inferential Statistics for Business
Strategy

PROFESSIONAL HISTORY

Associate Consultant

Nihilent Limited | April 2019 – present

Enabling Client Stickiness for a Wealth Management Company

Overview: A part of Design Thinking led human centered innovation team. Understanding the scenarios where consumers (HNIs) reliability with the company has been tested by creating a simulation of the pain points and hence captured those emotions with the help of an EEG device followed by an immersive interview. A complete deep analysis of data gathered helped us to define the personas and forming customer journey maps considering their needs, wants and aspiration along with their touch points in respect to the organization. Based on the personas we ideated an index of recommendations validated with facts and figures which are nothing but outcome of the statistical analysis of the EEG data.

Area of Operation:

- In depth understanding of portfolio management service (PMS) and financial products and services
- Held personal interviews with stakeholder to understand the processes
- Assessing people reaction over a media content from EEG device and facial emotions and created customer journey maps
- Validating their stress points post examination through an empathy interview to get a detailed overview

Conclusive Results:



Bridge the gap between
consumer and company



Customer Centered
innovation



Personalization
&
Customization

Why this engagement

What we proposed

How we achieved

Academic Background:

St. Xavier’s College (Autonomous)

B.Com.(Hons.) | June 2012 – July 2015

Bachelor’s in Accounting & Finance

- Went through in-depth understanding of financial ratios, costing, accounting, macro & microeconomics

Kirloskar Institute of Advance Management Studies

PGDM | June 2017 – April 2019

Post Graduate Diploma in Marketing Analytics

- Studied marketing management, application of statistical techniques into business, Branding & Advertisement, R Programming, Tableau

Personal Details:

Date of Birth: 22Nd August 1994

Language Proficiency:

English | Bengali | Hindi

Due Diligence Report for a Broadcasting Company:

Overview: A broadcasting system was facing challenges with respect to their internal systems and processes. An initial level of evaluation resulted in clear indication that certain system and processes have not been kept up to date in delivering the needs of the organization against the backdrop of digitization and technology advancements in the industry. As a result of this the management team asked for an independent assessment of the systems, processes, workflows and capabilities which exists in the organization from sales to broadcast, in order to assess the suitability of these in addressing the current and technology needs of the broadcasting company and identifying the opportunities for efficiencies and improvements of the current way of working.

Area of Operation:

- Understanding the business process flows
- Carried out discussions with stakeholders to validate their stress points through an empathy interview to get a detailed overview
- Ideated ideal business value chain based on their needs, wants and aspiration

Conclusive Result:



Identify the bottlenecks and improve their current way of working



Created an optimized media scheduling system



Redefining the Business Value Chain

Why this engagement What we have proposed How we will be achieving

Other Operations:

- An analyst who has experience in analyzing business processes and designs
- Was involved in preparation of Proposals for companies
- Engaged in creating User Interface prototype for in-house web application
- Was a part of User Experience Assessment team for a newly developed website which deals in art and handcrafts
- Conducted Heuristic Assessment Evaluation of an Agricultural mobile application of a renowned Indian conglomerate

