Vaibhav Vig

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Vaibhav has 8 years of experience in two of the top multinational companies, where he worked towards increasing business of one of the core divisions within the company. During his professional experience he used analytical skills to develop leading analytical solutions for marketing, finance and sales teams.

Authorized to work for any employer within US.

**CORE COMPETENCIES**

* Client / Project Management & Leadership: Managed delivery on multiple **complex analytics and reporting projects** across different clients, **managing client expectations**.
* Analytics: Advanced expertise in **R, SQL**, Solver, Palisade Decision Tools (@Risk) & **Python, Tableau**.
* Business Intelligence &Reporting: **Data Collection** and management, Model data within **Power BI**.
* **Problem Solving & Strategic Thinking**: Use analytical approach to break data science problems into sub-problems, keeping end objective in mind and ensuring actionability.

**PROJECTS**

* Collaborated with sister firm, IT implementation practice of SIEMENS, to develop a analytics engine on sales

force CRM, the solution has been successfully implemented for one project.

* Led and developed Multi-Channel Attribution solution to study marketing customer journeys and

understand factors to drive conversion using R.

* Developed a pricing strategy for two of the business divisions of the client by analyzing their transactions

and quotation data in SQL, and also recommended optimum price increase.

* Identified key drivers of a good quotation to be nurtured through sales reps by implementing decision tree

based customer propensity solution in R; Expected $2M in incremental revenue.

* Optimized email campaign product recommendations based on past customer purchase behavior using

Market Basket Analysis in R.

* Designed a business model for Business Analytics to service Merchandising and Marketing organizations;

Collaborated with external partners to convert a starving project pipeline into healthy multi-year business

* Completed feasibility study using data mining and regression analysis to assess product portfolio launch in market.
* Mapping & Validation of top customers data from Siemens CRM system to be used by Finance team.
* Led a team of four to build an automated tool for predicting the optimum quantity of spare parts needed

to be carried by a service technician to achieve a maximum first time resolution, using Time series

forecasting and Non-linear optimization technique.

* Built a customer engagement strategy for a leading tech giant by generating primary data using survey

designed in Sawtooth and then conducted analysis to identify key switching behavior of customers

**EXPERIENCE**

**SAP Americas**

**Business Intelligence and Reporting Analytics** Sep 2019-Present

* Translate business questions and concerns into specific quantitative questions that can be answered with available data using sound methodologies like regression, correlation, clustering & classification using R and Python
* Extracted financial data from CRM using tools like SQL and Excel.
* Presented meaningful insights using Power BI to senior leadership within broader teams.
* Crafted new metrics for our leadership team i.e. customer retention, health index, adoption motivation leading to efficiency improvement of sales planning.
* Working within vendor tools for global private equity and merger & accquisitions data for further analysis and mapping with SAP data.
* Automated weekly and monthly deals & transaction and account report within Power BI and Tableau for sales and strategy team.
* Regular meetings with business owners from cross units to gather information and perform prescriptive analytics using historical pipeline and revenue data.

**SIEMENS**

**Marketing Analytics Manager** Jan 2017- July 2018

* Studied market trends through research, customer meetings and competitor portfolio analysis.
* Responsible for annual planning activities and develop actionable insights for product portfolio.
* Co-ordinated with 4 cross sectional teams in launch of new products for key accounts leading to 5 MIL USD of new business.
* Developed performance dashboards with key metrics using Tableau for review with senior leadership and business teams.
* Attend meetings with stake holders for collaborations, status updates and deliverables.
* Consultate with carriers’ stake holders, subject matter experts, and study carriers’ existing model with the risk scores, to predict loss, evaluate actual loss and premium amount, and risk selection and pricing.
* Identify key locations for improvement, and study impact to improve models.

**Data and Strategy Senior Associate** Jan 2016 -Dec 2016

* Developed a current assessment dashboard to unearth excess inventory at channel/distributor locations of by deep diving into different Data sources such as purchase order data, inventory data and sales order data.
* Spearheaded the development of a pricing dashboard based on historical sales transaction by region & products, thereby enabling the sales force to prepare better quotes.
* Load data into warehouse involving incremental load and indexing the tables.
* Analyze customer data by summary reports, pivot tables, aggregations, check for outliers, missing data imputations and anomalies in data.

**Data and Strategy Associate** July 2011-Dec 2015

* Created marketing collaterals for Sales teams, dealers and channel partners.
* Developed a revenue management model for a global hospitality chain by creating a statistical forecasting model for each of the room categories, thereby proposing an increase RevPar of the hotel by 15%
* Conducted a benchmarking analysis of major player in the industrial automation space, helping Siemens to make informed decisions about launching new services in the western India region.
* Designed a detailed customer profiling by segmenting existing and new customers based on their historical purchases and also their firmographic details to effectively cross-sell products/services to customers
* Create PowerPoint presentations, detailed reports with visualizations to be used by senior management.

**EDUCATION**

TEMPLE UNIVERSITY, The Fox School of Business, Philadelphia, USA

***Master of Science, Majors in Business Analytics ,Full Time | GPA: 3.87/4.00*** 2019

* Performed analysis and reporting of New York Vehicular data using SQL and Python.
* Performed statistical project analysis on vineyard data using Regression & charting techniques in R.
* Designed and Created dashboard in Tableau showing household income and debt of US states.
* Performed Clustering techniques(K-means and Hierarchial) in R-Studio on Black Friday retail store data across NY. Analyzed the performance and impact of various variables using regression.

University of Mumbai, Mumbai,India

***Bachelors of Electrical Engineering,Full Time | GPA: 3.50/4.00***  2011

* Member of placement council, coordinating and arranging for speakers from Industry.
* Completed 45 courses from electrical, computer science & applied mathematics domain.

 **ADDITIONAL**

* Awarded “Star Performer” in 2016 by CEO of Business Unit for crafting strategies using advanced analytics and statistics to improve top line by 18% yoy and bottom line by 4% yoy.
* “Achiever Award” in 2015 for crafting analytics engine for “go to market strategy”

 **SKILLS**

Microsoft Office • Engineering • Tableau • SQL • Product Management • Business Analytics • Digital Marketing • Financial Reporting •R •Python • Lean Six Sigma • Power BI • Database Management