HEMANSHU SARDANA

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Data Enthusiast, with 9+ years of work experience supporting Sales/ Business Development domains and have a **Post-Graduation in Data Science and Business Analytics**, targeting the position of an **Analyst/Consultant** with an organization of high repute.

Key Skills- Data Analysis | Predictive Modelling | Data Visualization | Machine Learning | Python | Tableau | SQL | Marketing & Retail Analytics | Excellent Communication Skills | Leadership Skills

🧠 Profile Summary

- Offering nearly **9 years** of extensive experience in cross-functional environment supporting Domains such as **Sales, Business Development & Marketing** across Pan India
- Capable of providing **expert information regarding promotions, branding, media channels, and other key information for marketing success** for the associated organization by guiding the **implementation of marketing strategies for various products and services**
- Gained the know-how of **conducting researches related to industries, demographics, trends, sales results**, and other data related to the client's products or services
- Frequent use of Data Visualization and Analytics tools such as **Tableau and KNIME** for regular analysis of data and hence arriving on conclusions and key measures on how to improve business
- Executed various projects successfully using **Python on Statistical Methods for Decision Making, Predictive Modelling, Data Mining, Machine Learning Techniques and Time Series Forecasting**

🎓 Education

- **2021: P.G (Data Science and Business Analytics)** from **Great Lakes Institute of Management**, Chennai/ **University of Texas**, Austin (United States)
- **2015: Executive Program in Sales & Marketing** from **IIM Calcutta**, Kolkata
- **2011: B. Tech** in **Biotech** from **Lovely Professional University,** Jalandhar

📊 Core Competencies/Skills

Business Development/ Segmentation	Data Visualization using Tableau	Python for Data Science/ SQL
Competitor/ Trends Analysis	Consumer Behaviour Analysis	Strategy Planning/ Market Research
Education Marketing/ Counselling	Exploratory Data Analysis/ Data Mining	Machine Learning Techniques

📊 Project Highlights

- **Data Science Project Details**: https://eportfolio.greatlearning.in/hemanshu-sardana (2021)
- **MBA Admissions Trend Analysis** on the basis of Academic/Geographic Diversity (2020)
- Worked on prestigious **CPWD/NBCC projects** such as IIT Ropar, NIT Jalandhar, Redevelopment of East Kidwai Nagar, Western Court Renovation, MP Flats Delhi and many more at Godrej & Boyce Mfg. Co. Ltd. (2017)
- **Business Development & Expansion** of Royal Canin Dog food (Mars) at Rural Areas in Punjab (2014)
- **"Market Research and Customer Segmentation"** at Nestle India Ltd. (2012-13)

💼 Work Experience

Nov'19 – Present with O.P. Jindal Global University (Jindal Group) as Manager- Admissions & Outreach

Key Result Areas:

- Post Graduate **Admissions Trend analysis and Forecasting** so as to gain insights
- Participate in Events/Education fairs and other outreach activities so as counsel the MBA Aspirants
- **Competitive exam analysis** (CAT/NMAT/CMAT/MAT) for general trend of admissions across B Schools
- Conduct webinars in coordination with Faculty and students so as to increase awareness about the Programme and intake of Business School
- Manage team of tele-callers so as to increase the conversion of leads into applications
- Using **Tableau** for data visualization and analysis of Admissions Trend
- Coordinating with Education Portals such as Shiksha, Careers360 etc. to drive quality Leads & Application flow

Jun'18 – Jan'19 with Jaquar Group, Delhi as Business Development Manager (Lighting Hospitality)

Key Result Areas:

- Developed strong market knowledge of existing and potential clients and ensured business growth opportunities aligned to company's strategic plans
- Identified niche markets in the Hotel Chains and new / future services that provided the company with a competitive advantage and improved profitability
- Provided in-depth analysis of business, markets, industry trends, competitors and clients to improve strategic planning and decision-making by applying **Time Series Forecasting techniques**
- Gave business recommendations and insights based upon the analysis done through data analytics tools
- Pipelined sales based on market research, network management and client references; planned and prepared approaches, pitches and proposals, participated in pricing and work order negotiations

Oct'14 – May'18 Godrej & Boyce Mfg. Co. Ltd., New Delhi as Manager (Key Accounts)

Growth Path/Deputations:

2014: Assistant Manager, Chandigarh
2017: Manager, New Delhi

Key Result Areas:

- Developed effective working relationships with customers through regular meetings; identified and obtained further sales and business development opportunities
- Conducted product presentations at various Government Departments and Architectural Firms, as part of short-listing the product
- Worked closely with BDEs to identify new business prospects and cross-sold integrated services / products; Provided regular feedback about marketplace and competitor activity
- Conducted market research through industry contacts, publications, trade events and tracked business news to identify ideas for growth
- Recognized key channel partners resulting in global expansion of joint product offering across India and worked closely with the Hotel Industry across Upper North India.

Previous Experience

Sep'13 – Sep'14 with Royal Canin (Mars Inc.), Chandigarh as Sales Executive
Jul'11 – Aug'13 with Nestle India Ltd, Punjab/Rajasthan as Nutrition Officer

🖥️ IT Skills

- Programming Languages – **Python/SQL**
- Operating System – **Macintosh & Windows**

💼 Personal Details

Date of Birth: 14th July 1988
Languages Known: English, Hindi and Punjabi
Current Address: C-47, Second Floor, Jindal Global City, Sector 35, Sonipat -131029, Haryana
Permanent Address: #3039/22, Bela Chowk Area, Ropar - 140001, Punjab
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