



ANKUR SINHA

CONSULTANT-FORECASTING

PROFILE

My professional career started with Tata Consulting Services Ltd. where I had worked for 27 months as a Systems Engineer. It involved quality assurance of wealth management application, following Agile methodologies, and business analysis of wealth management components. I have also interned with an Advanced Analytics Consulting firm like Tiger Analytics wherein I had to provide business insights to our clients with the help of Data analytics, predictive modelling using machine learning and creating dashboards using PowerBI

CONTACT

PHONE:

+91-9955161839

LinkedIn:

<https://www.linkedin.com/in/ankur-sinha-783979103/>

EMAIL:

sinha.ank18@gmail.com

Current City:

Dhanbad Jharkhand

EDUCATION

Xavier Institute of Management • Bhubaneswar, Odisha

MBA in Business Management 2019-2021

Major in Operations Management, Minors in Marketing and Systems.

Percentage- 74.7%

Asansol Engineering College • Asansol, West Bengal

B.Tech in Mechanical Engineering 2012 - 2016

Percentage- 75.8%

TATA DAV School • Dhanbad, Jharkhand

Higher Secondary Education 2012

Percentage- 94.5%

De Nobili School, F.R.I • Dhanbad, Jharkhand

Secondary Education 2010

Percentage- 84.7%

WORK EXPERIENCE

PharmaACE Analytics, Pune – Consultant Forecasting

April 2021–Present

- Provide robust competitive assessments and insights that inform key decision-making processes for clients such as strategic brand planning, forecasting, and lifecycle management.
- Generate forecasts, analysis for streamlining operations and provide actionable insights that lead to the achievement of strategic and financial goals for our clients.
- Perform in-depth (secondary) market research and data analysis to derive an understanding of the disease and patient segments based on client requirements

CERTIFICATIONS

- Supply Chain Foundations- LinkedIn
- NCFM Financial Markets
- Business Analyst Professional- Henry Harvin Education
- PowerBI- Udemy
- Tableau -Udemy
- Data Analysis with Python- IBM
- Python/Machine Learning- Udemy
- The Fundamentals of Digital Marketing- Google

AWARDS

National Runners-Up in ACCS: Analytics Case Study Competition
Organized by Department of Industrial and Management Engineering (DIME), Indian Institute of Technology (IIT), Kanpur – Sep 2020

On the Spot Award for consecutive months for excellent performance on client deliverables in TCS 2017-18

LANGUAGES

Bengali
English
Hindi

Tata Consultancy Services, Mumbai- Systems Engineer

March 2017– July 2019

- Designed, developed, and executed test scripts for functional and regression testing of Wealth Management Application for **Bank of America Merrill Lynch**
- Design, develop, and execute test scripts for functional and regression testing of web applications to verify software quality and functionality before its production release.
- Coordinated testing efforts & presented status reports to executive management and business stakeholders
- Worked in an agile software team with product management, development, and operations to create detailed test cases, provide regular status/concerns, debug and triage defects to assist with speedy defect resolution.
- Followed up with team members for status updates and ensure project collateral is up-to-date for the work of the entire team
- Develop deep domain and data expertise and advise client and internal teams
- Collaborated with business and data analysts to evaluate and analyze concepts such as Goal-Based Asset Allocation and cashflow consideration as well as Monte Carlo simulation model for forecasting, used in the application
- Mentored, coached and guided the new associates in the project

INTERNSHIPS/PROJECT

Peel-works, Gurgaon - Data Analyst Intern

Jan 2021- March 2021

- Performed data analysis of the inbound and outbound inventories of fulfilment centers daily for a better inventory management and operations process optimization.
- Integrated huge volumes of real-time data Viz (Store-customer transactions data, Supply Chain Data, Pricing & Inventory data, Google analytics reads, Customer feedback/satisfaction data, etc.) to drive end-to-end
- Identified ways to improve productivity as well as app/product development through driving process automation by coordinating with our product manager and technology(product development) team

The ThickShake Factory - Marketing Intern

September 2020 - October 2020

- Formulated marketing strategy for introducing new food item in their menu
- Chalked out the marketing plan, month-on-month for the year 2021
- Carried out market survey to understand customer sentiments regarding new food item and carry out Customer-centric marketing and promotions

Edggi - Consulting & Strategy Intern

June 2020 - July 2020

- Carried out a market survey to analyze the need for career counselling across students in different demography and implement strategies catering to their need
- Consolidated competitor analysis report and explored the career counselling industry to help Edggi come up with innovative strategies to enter the market

Metvy, New Delhi – Marketing & Branding Intern

June 2020- July 2020

- Carried out thorough market research of hyperlocal networking industry and formulated marketing & branding strategies
- Formulated engagement and retention strategies for Metvy, especially during the pandemic

Tiger Analytics, Chennai – Analytics Consultant Intern

April 2020- June 2020

- Worked on the project: Predictive Modelling and Retention Analysis of Online Education Program of a North American University
- Designed and executed analytic techniques to address business problems. Performed data cleaning technique to replace missing values and bring out clean, meaningful data point for data exploration
- Performed data exploration to figure out the factors driving the retention rates of university and transform them into data science question to improve their annual retention by more than 5% annually
- Computed descriptive statistics to extract features from clean data tested significant variables using correlation method in SPSS
- Performed predictive modelling using supervised and unsupervised Machine Learning models and estimated the critical KPI's for the institute
- Analyzed and Visualized data using data visualization tools like Power BI and Tableau

SKILLS

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| • Data Analytics | • Advanced Excel |
| • Python | • Power BI |
| • S4/HANA | • Consulting. |
| • Machine Learning Algorithm | • SQL |
| • Tableau | • SPSS |
| • Strategy | • Market Research |
| • Function/Regression Testing | • Project Management |
| • Data Analysis | • Data Visualization (Dashboard Storytelling) |
| • Supply Chain Fundamentals | |