

# Resume

## Competency:

Business Analyst  
Business Strategy  
Product Manager

## Prakash Singh

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## Profile summary

## Professional qualifications

8+ years as Business Analyst  
3+ years as Business Strategy  
4+ years as Product Manager

## Certifications/Trainings

- QlikView
- Power BI
- SAP SD
- MS Dynamics AX
- Automation Anywhere-RPA
- Statistical Analytics

## FCA India

Deputy Manager, Analytics  
Duration: Apr 2020 onwards

## PricewaterhouseCoopers India

Business Analyst, Account Management  
Duration: Jun 2015 till Feb 2020

## S3 Infotech Pvt Ltd

Key Account Executive  
Duration: Apr 2012 till May 2015

- ❑ A disciplined and highly-motivated Business Analyst who has worked on a wide range of projects with Public and Private Organizations.
- ❑ Business requirement gathering, conducting workshops in-depth evaluations, As is & To Be analysis, developing user's specific BI reports & dashboard along with functional documentations and test cases.
- ❑ Facilitated project management, resource planning, risk & escalation metric, preparing and monitoring project charters in numerous client's engagements and achieve project goals.
- ❑ Extensive experience in advising clients on technological solutions with focus on Business process re-engineering, supply chain management, manufacturing, sales & distribution and formulating strategies.
- ❑ Implemented Microsoft Dynamics AX, SAP ECC, SharePoint, QlikView, CRM, Power BI and worked on heavy data sets.
- ❑ Worked with FMCG, Energy, Retail, Manufacturing, Trading and Pharmaceutical industries in process optimizations and bringing actionable insights.

## Key responsibilities

- ❑ Managing Analytical Projects and Digital strategies.
- ❑ Responsible to remove process inefficiencies and technology automation.
- ❑ Building Data Analytics practice for predictive reporting.

## Key responsibilities

- ❑ Assist clients in process optimization, industry benchmarking and developing BI and Analytical dashboards.
- ❑ Developing growth strategies, market analysis reports for strategic planning.
- ❑ Working on waterfall and agile environment to implement technological solutions.
- ❑ Mapping client's critical business requirements into effective technological based solutions and review the application structure and database design.
- ❑ Data analysis through heterogeneous sources and building co-relation models and presenting business reports to management.
- ❑ Identify business KPI's and formulating into reports and dashboards.
- ❑ Handling BI & Analytical Solutions implementations.
- ❑ Responsible for timely deliverables, quality output, risk & escalation management.
- ❑ Involved in workshops / training / presentations/market strategy.

## Key responsibilities

- ❑ Leading Microsoft Dynamics AX, NAV, CRM pre-sales activities.
- ❑ Solution demonstrations, deck preparation and client meetings.
- ❑ Key account management, maintaining Business Partnerships with OEM's.
- ❑ Working closely with Business Functions head to understand their challenges and streamlining business processes.
- ❑ Preparing Go to market strategies, organizing conclaves/ seminars

## Educational background

MBA - IT & Marketing  
Indian Inst. of IT &  
Management (2010-12)

B.E – Electronics & Commn.  
Rustomji institute of technology  
(2006-10)

## Conferences participated

- Qliktech event.
- Bloomberg CFO conclave.

## Key Skills

- Strong analytical skills
- Project Management
- Stakeholder management
- Exposure to ERP-AX /SAP & BI solutions.
- Worked with Manufacturing, Retail, Pharma clients.
- Pre-Sales & Negotiations.

## Languages:

- English
- German
- Hindi

## Internships:

- Suzlon Energy Ltd
- Tcs Pvt Ltd.

## Data Analytics:

Business Technology Mgmt,  
ISB Hyderabad- Coursera

Statistics for Analysis,  
Udemy

## BI Implementation in Pharmaceutical major:

Started with series of meeting with CFO, CIO and HOD's to understand the reporting requirement. Worked as Business Analyst to bring all relevant KPI's , industry benchmarks and used them in designing of Dashboards on QlikView. Responsible for creating workflows and bringing industry best practices into Client's premise. Streamlined the API & FML business of Client. Bring visibility of sales booked by dealers /distributors globally, reduce the reporting cycle. This project was implemented on subsidiaries located across Asia, North America, Europe Sub-continent. Worked on SAP SD, SAP COPA and QlikView.

## OEE implementation in a Pharmaceutical major:

Study hidden factories and identified major losses in plants located in India, USA and Brazil. Worked on six big losses and calculated OEE, CU for the sites. Designed BI reports to effectively monitor shift wise losses – Availability losses, Performance losses, Quality losses. Data captured from heterogeneous sources and Analytical reports were built on QlikView. This application saves 10-man days effort of Client which earlier used to manually prepared such MIS.

## Project Management & Employee Attrition Solution for Real Estate Giant:

Acted as Product Owner to develop a user-friendly application for Project Panning that caters to all running and new projects of Client. Designed Work flow and approval mechanism with best suited visualization and responsive design. Elicited client requirement and studied multiple sources of data to design and streamline the real time projects status. Capture data sets to monitor Employee churn and measures to control the attrition. Also, Implemented SharePoint for effective collaboration.

## Improving the operational efficiency for Cement Manufacturing Giant:

Responsible for building an integrated application resulting in optimizing the Procurement process by reducing the TAT by 40%; improving the operational efficiency (OEE) by more than 30% for Production department, automating the parameters like Value of Production (VOP), Project Progress, Capacity Utilization, Manpower forecasting for actionable insights. Managing the stakeholders, partners and facilitators. Conducting workshops with GMs and AGMs from various departments for requirement gathering, identification of KPI's and Factory hidden. Responsible for User Acceptance Testing and ensuring that the final deliverable is in lines with the client's expectations.

## Targeted marketing solution for FMCG major:

Involved in the establishment of social listening platform which could give insights for Client's Brand performance in different demography. Engaging with the client's team to understand the business requirements. Identifying social media chatter for Brand's social media comments and training set for keyword, phrase & use identification. Customization of dictionary for words categorizing into negative (bad), neutral and positive (good) and the creation of Liking Index and finally able to create of association rules to weave what is going right and wrong for the brand. Prakash was point of contact with the Business in this project and responsible for all timely deliverables.

## HR Attrition Analysis in a Trading major:

Acting as Project manager to handle over project, Identified data points responsible of triggering employee churn. Work on multiple sources to design dashboard to monitor attrition. Application helps clients to work on controllable factors and in identifying and allocating necessary trainings to reduce employee attrition.

## Analytics implementation at Indian Retail & E-commerce company:

Identified Key KPI to monitor company's health, designed strategic and tactical dashboard. Designed forecasting models for bringing accuracy, market basket, customer life time value, loyalty analytics and customer churn model. Designed ad-hoc and comparative reporting. Worked on huge data set to bring actionable insight and streamlined operational activities.

## Project with Global Automobile Giant:

Streamline Vehicle business of client in African market, Implemented reporting system for Finance, Sales & Marketing department. Worked on Incadia, Loan Management system, Dynamics NAV and Analytical tool to bring meaning insight.