**Synopsis:**

**Around 15 years** of professional experience with a rare combination of **around 7 years** of strong technical expertise and **about** **8 years** of successful business development professional with related full-time master’s degrees in **Masters in Management Information Systems** and **Master of Business Administration** (Marketing Management & Human Resource Management).

**Information Technology:**

Seasoned professional with **around 7 years** of technical experience working in highly complex Information Technology projects in all areas of SDLC. Served as a consultant to numerous commercial and state projects with advanced knowledge and expertise in Database and Data warehouse development, Data Analytics, Business Intelligence, Business Analytics, ETL, Data mining & Data analysis, Digital Analytics, Business/Systems analysis, requirements gathering, testing, performance measurement, training, and process analysis.

**Business Development:**

Result oriented and an assertive sales & marketing Professional with excellent interpersonal, analytical & team management capabilities with **about 8 years** of proven Sales, Marketing & Distribution management. Track record in channel, retail, general trade and key accounts sales for various MNC’s in FMCG/CPG & Beverages industries.

Exceptional communicator with a consultative sales style, strong negotiation skills, exceptional problem-solving abilities, and a keen client needs assessment aptitude. Aggressively identify opportunities, develop focus, and provide tactical business solutions for increasing Width & Depth of distribution by formulating and executing Route-to-Market & Go-to-Market strategies.

**Education Qualification:**

**Master of Science in Management Information Systems December 2014**

University of Houston Clear-lake, Texas, USA

**Master of Business Administration April 2006**

Specialization in **Marketing Management** & **Human Resource Management**

Andhra University, Visakhapatnam, India

**Post-Graduation Diploma in Computer Application May 2004**

Department of Employment & Training Govt of AP, India

**Bachelor of Business Management March 2004**

Acharya Nagarjuna University, Guntur, India

**SKILLS & CORE COMPETENCIES:**

**Technical Acumen**

|  |  |
| --- | --- |
| Data warehousing, Data mining, Business Analysis, Data Analytics, Quantitative Methods, OLAP, OLTP, Data Integration, Data Extract Transform Load (ETL), Business Intelligence (BI), Data Visualization, Statistical & Analytical modeling (Conceptual & Physical), Statistical Computing Methods, Digital Analytics, Project Management. | |
| **Databases:**  Oracle 12c/11g/10g, SQL Server 2016/2017, Teradata. | **Programming:**  SQL, PL/SQL, VB Script, JavaScript.  Knowledge of Python, R. |
| **ETL Tools:**  Oracle Data Integrator (ODI) 11g,12c.  Oracle Warehouse Builder (OWB) 11g,10g,9I  Informatica Power Center 8.6/8.1 | **BI Tools:**  Oracle Business Intelligence Enterprise Edition (OBIEE)  SQL Server Reporting Services (SSRS), Tableau, PowerBI |
| **Digital Analytics:**  Google Analytics, Google Tag Manager (GTM) | **Methodologies:**  Waterfall, Agile (Scrum), Kanban. |

* Highly analytical and process-oriented data analyst with in-depth knowledge of database types; research methodologies; and big data capture, curation, manipulation and visualization.
* Proficient in gathering requirements and authoring Business Requirement Documents (BRD) into System Requirement Specifications (SRS), Functional Requirement Document (FRD) and identifying interface and business process specifications.
* Translating business requirements into logical business dimensional model. Defining various logical subject areas and organization of Presentation Layer metadata; Understanding and defining key metrics, dimensions, hierarchies and attributes.
* Experience in OLTP, OLAP, Relational Database Management Systems (RDBMS) and Report Development.
* Conduct sophisticated data analysis to meet program requirements and use statistical, mathematical, analytical modelling skills to build a comprehensive platform for data analysis and reporting.
* Skilled in data warehouse methodology, data analysis and modeling, business intelligence architectures, report development, ETL development, database design, BI Reports and Dashboards.
* Experience in Data Warehousing Concepts like Star Schema, Snow Flake Schema, Fact Table, Dimension Table, Logical Data Modeling, Physical Modeling, Dimension Data Modeling, Data profiling and data cleansing.
* Hands on experience in full life cycle of the data integration building process including architecture design, ETL primarily using Oracle Warehouse Builder(OWB), Oracle Data Integrator(ODI) and Informatica.
* Sound knowledge in developing Machine Learning models including linear and logistics regression using R programming language.
* Conduct ad-hoc advanced analytics, including simulations and optimizations, to address specific business questions from senior management, brand and sales teams, Finance and other key stakeholders.
* Ability to integrate business intelligence data and disparate data pieces from research and non-research sources (i.e. trends, internal data systems, marketing, etc.
* Experience with web analytics, optimization and BI tools including Google Analytics Premium.
* Providing Website Analysis by creation of Dashboards, Ad-hoc reports, Funnel reports using Google Analytics
* Knowledge of performance marketing and ROI optimization projects utilizing approaches such as A/B, and MVT tests, segmentation and targeting (e.g. behavioral, referral & bought media re-marketing)
* A proven track record working in CPG / retail, ideally with experience in data analytics, POS data or consumer insights
* Excellent understanding of various Software Development Life Cycle (SDLC) methodologies such as Waterfall and Agile (Scrum).

**Business Acumen:**

|  |  |
| --- | --- |
| **Sales and Marketing management.** | **Channel Sales & Distribution management** |
| **Primary and Secondary sales (General Tarde, Wholesale, Retail and Key Accounts)** | **Sales & Marketing analysis, problem-solving, strategic & analytical solutions.** |
| **Target Marketing, B2B & Consumer trade promotions** | **Route-to-Market & Go-to-Market Strategy and execution.** |
| **Team Building & Team Management** | **Width & Depth of distribution.** |
| **New Product Launch Plan** | **Budgeting and Sales Forecasting** |

* Driving sales initiatives and achieving budgeted targets and to explore innovative methods in identifying new segments for business.
* Planning, formulating, scheduling & implementing long term/short term strategic plans to enhance business operations and to achieve the preset goals within time adhering to quality and cost parameters.
* Manage channel sales operations for products, ensuring accomplishment of set business targets and meeting the ever-increasing competition from organized and un-organized structures.
* Evaluating performance & monitoring distribution activities and managing network of channel partners across assigned territories for deeper market penetration & reach.
* Support analytics & reporting in market research data, marketing campaign budget, value and ROI.
* Conducting analysis by keeping abreast of market trends & achieving market share metrics as well as evolving market segmentation and segmentation strategies to achieve desired targets.
* Familiarity with marketing effectiveness and campaign measurement research methodologies and statistical modeling techniques (e.g., marketing mix modeling, A/B testing, etc.).
* Experience in managing and executing projects related to Strategy consulting (Sales, Marketing, Distribution, B2B, Trade promotion, etc.), Rout-to-Market (RTM) and Go-To-Market (GTM) programs for FMCG/Retail clients.
* Formulate the strategy, vision and execution plan for RTM transformational engagements for clients.
* Provide analysis on RTM design, planning, execution, sales force size/coverage, structure based on the client’s business requirements.
* Work with client data management teams to design and develop robust trade reporting that will enable visibility to trade spends, historical performance, assess promotional ROI and strategically plan for the future.

**Professional Experience**

**McKesson, Scottsdale-AZ**

**Senior Analyst- Data Analytics and Business Intelligence October 2019 – Present**

* Responsible for conducting assessment, data analysis and provide analytical reports for metrics under Risk Evaluation and Mitigation Strategy (REMS) program which is a U.S. Food and Drug Administration (FDA) drug safety program.
* Conduct sophisticated data analysis to meet program requirements and use statistical, mathematical, analytical modelling skills to build a comprehensive platform for data analysis and reporting.
* Explore and examine data from a variety of angles to determine trends and patterns in the data. Provide analytical commentaries to explain or highlight significant findings.
* Responsible for scoping, planning, monitoring, sizing and controlling assigned programs through the project lifecycle from the design stage through to completion and handover to the client.
* Apply business knowledge to Analytics projects and provide data analysis for the metrics like program implementation and operation, Certifications, Enrollments, Knowledge Assessment, Website statistics, Surveys, Audits etc.
* Build, develop and maintain data models, reporting systems, data automation systems, dashboards and performance metrics support that support key business decisions.
* Work with the data engineering team to optimize processes for data intake, validation, and mining as well as modeling, visualization and communication deliverables.
* Evaluate quantitative and qualitative data from multiple sources including modeling, analytical, problem-solving and critical thinking skills.

**Blue Cross Blue Shield, Omaha, NE June 2018 – September 2019**

**Senior Data / Business Intelligence Analyst**

* Worked in data migration (Merge Layer) project, where the data from different data marts/data hubs and HealthEdge source system is integrated into one central data base (Merge Layer) which is for better reporting and business analytics.
* Partner with multiple business and functional teams across the organization to provide more complex resolutions to analytics/data problems which require a study of situational factors, gathering information from several sources, and will provide reporting/analytic deliverables (i.e. tables, graphs, recommendations, etc.).
* Identified and analyzed the various gaps in the HealthEdge source system and management database system and customized the database to support the reporting and analytical modeling.
* Research and investigate key business problems through quantitative analyses of healthcare cost and quality data.
* Provide claims, provider and membership data in support of affordability, trend and utilization analytics.

**Currier, McCabe and Associates - Albany, NY June 2016 – May 2018**

**(NYSDOH Medicaid program implementation)**

**Senior ETL & Data Warehousing Analyst**

* Worked on NYS Department of Health (DOH) Medicaid Program which supports more than 6.4 million eligible recipients at any one time and pays out over 250,000,000 claims valued at more than $60 billion per year.
* Provide data Analysis in the implementation of a claims processing system that would perform multiple task of adjudicating claims and detecting fraud.
* Designed an efficient ETL process of extracting and loading data to a data warehouse in real time.
* Extracted, transformed, and loaded data utilizing ETL Process. Responsible for analyzing health data and producing, verifying and interpreting client reports.
* Designed Tableau dashboards from Tabular Models to identify critical KPIs and facilitate strategic planning in the organization.

**RITHMAN TECHNOLOGIES January 2015 – May 2016**

**Senior Analyst - Marketing Analytics**

* Work with B2C companies and utilize their data to quantify the effectiveness and efficiency of drivers and factors that influence their business.
* Handle major responsibilities in all phases of client projects: Data processing, database management, data profiling, analytical modeling (i.e. marketing mix modeling), statistical analysis, quality control, and creation of insightful and actionable business reports.
* Manage all the data requirements for marketing mix modeling for ETL, QC, database dictionary, integration, reporting, and data marts.
* Work with the Digital Analytics team to automate and improve efficiency of all marketing reporting across channels and to build better sales forecasting methods.
* Conduct ad-hoc advanced analytics, including simulations and optimizations, to address specific business questions from senior management, brand and sales teams, media engagement, Finance and other key stakeholders.

**UBS, Houston-Texas February 2014 - December 2014**

**Senior Business Data Analyst**

* Responsible for managing the bank's reference (static) data and ensure the correct data flow (upstream to downstream) and fix differences through reconciliations.
* Continuously develop and improve the reporting framework, design reports for impact.
* Investigate data breaks and put process in place to ensure data accuracy.
* Extracted and analyzed data using extensive SQL queries and Oracle Business Intelligence tools, into Excel and Pivot tables to analyze the data.

**HITAH Systems and Solutions Pvt Ltd, Hyderabad, India July 2012 – December 2013**

**Manager - Market Strategy & Planning**

* Manage and execute projects related to Strategy consulting (Sales, Marketing, Distribution, B2B, Trade promotion, etc.), Rout-to-Market (RTM) and Go-To-Market (GTM) programs for FMCG/Retail clients.
* Conduct strategic analysis of client business needs and environmental trends in support of business strategy development and planning processes and act as a subject matter expert on Route-To-Market and Go-To-Market strategies.
* Generate data driven insights and provide understanding of problems & opportunities in areas of sales & distribution.
* Analyze market trends, internal data, competition, current offering structure, business health, and strategic priorities to support strategic planning and go-to-market plans.
* Formulate the strategy, vision and execution plan for RTM transformational engagements for clients.
* Provide analysis on RTM design, planning, execution, sales force size/coverage, structure based on the client’s business requirements.
* Formulate and execute promotional strategies and tactics to maximize sales opportunities and to increase Width & Depth of distribution by analyzing internal, external and third-party data.
* Work with Category Insights and Analytics team on developing the 4P’s Review process focusing on promotional analysis, distribution voids, shelf placement and pricing optimization.
* Work with client data management teams to design and develop robust trade reporting that will enable visibility to trade spends, historical performance, assess promotional ROI and strategically plan for the future.

**DIAGEO India Pvt. Ltd**, **Visakhapatnam, India October 2009 - June 2012**

**Sales & Distribution Manager**

**Diageo India Pvt. Ltd. is a subsidiary of Diageo PLC. Diageo PLC is the World’s leading premium drinks company with the largest number of premium brands across spirits and wine segments.**

* Responsible for Primary & Secondary sales and all the Sales & Marketing Operations for the entire region.
* Responsible for achieving sales targets on a monthly, quarterly & annualized basis.
* To handle team of executives/officers and review their performance in line with budgeted KRAs.
* Expansion of distribution channel & ensure increase in width and depth of distribution; Appointment / replacement of distributors.
* Devising, implementing & monitoring sales promotion activities at retail level and Key Accounts.
* To conceptualize, plan & implement strategies for NPLP (New Product Launch Process) for new products.
* Responsible for ensuring distribution channel’s financial health–Return on Investment (ROI).
* Responsible for generating MIS & Sales Reports.

**GlaxoSmithKline Consumer Healthcare Ltd, Vijayawada, India September 2008 - September 2009**

**Area Sales Executive**

**GlaxoSmithKline Consumer Healthcare Ltd. (GSKCH) is a wholly owned subsidiary of the London based global healthcare and consumer products.**

* Responsible for achieving sales for all product lines for the assigned region.
* **Implement Project CANVAS – New model of route to market** before rolling out the project across other regions in the country.
* Successfully **appointed 64 new distributors** in **Project CANVAS**

**Heinz India Pvt Ltd, Tirupati, India September 2007 - August 2008**

**Sales Officer**

**The Kraft Heinz Company is a global leader in food and nutrition, and it is the fifth-largest food and beverage company in the world.**

* Responsible for handling all sales operation for the assigned area.

**WIPRO Consumer Care & Lighting, Hyderabad. January 2006 - August 2007**

**Executive Sales**

* Was associated as **Executive – Sales** with **Wipro Consumer Care & Lighting,** handling Sales Operations for the assigned region.