

# BHARATH KUMAR N

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## Work Experience

### Vijaykanth Dairy And Food Products Ltd

Mysuru, India

#### Summer Intern – Marketing-Consumer behavior and channel survey

Mar'17-jun'17

- Collected samples of 400 for consumer behavior which helped understanding consumer attitude towards the purchasing of the ice creams and the company.
- These samples helped in understanding consumer perception towards the products.
- Audio recorded interview of 100 retailers to understand the problems and needs.
- Channel survey helped in understanding the problems faced by retailers and their requirements.

### Masycoda Solutions

Bengaluru, India

#### Quality Analyst- Microsoft Azure Process

Nov'18-Jul'20

- Review cases on a time to time basis and review backlogs.
- Performing RCAs and arriving at the root cause drivers.
- Being a part of Azure CPE team, develop a culture of structural deep dive into customer's impacting issues.
- Provide actionable insights for improvement of symptoms and processes.
- Calibrate with managers and recommend implementation of improved process, symptoms or operational workflow in order to fulfill customer needs with highest standard of delivery.
- Constantly review and evaluate RCA process, study best practices and implement systemic changes for improvement of delivery, any other responsibilities assigned by management.
- Ensure that the case reviews are completed within forecasted timeframes.

## Education

### MYRA School of Business

Mysore, India

#### PGDM – Post Graduation Diploma in Management

June'16 – mar'18

- Major - Marketing
- Minor - Data Analytics.

#### Projects

- Capstone Project on Study to understand the Barriers in purchasing SG products
- Entrepreneurship project -A business plan on RAITHA BANDU
- Valuation of ASIAN PAINTS
- Study on business management project with the application of marketing & analytics

#### Certifications

KPMG-Six Sigma (Green Belt) certification  
Google ADwords fundamentals.  
Google analytics individual qualification.  
eMarketing institute- Search engine optimization certification.  
eMarketing institute-online marketing fundamentals.  
eMarketing institute-Ecommerce

### Visvesvaraya Technological University, Belgaum

Raichur, India

#### Bachelor of Engineering (B.E)

jun'12-jun'16

- Navodaya Institute of Technology [Computer Science and Engineering]

#### Project

- Final Year Project -" PROTECTION OF WEB IMAGES THROUGH WATERMARKING

## Skills

- MS excel
- SPSS
- R-tool
- Tableau(basics)
- Power BI

## Activities & Special Interests

### Extra-Curricular

- Member of MYRA sports club
- Part of champions team of RSML17-18
- Part of runners up team in district level leather-ball tournament by KSCA.

### Interests

- Playing cricket, listening to music.