

Vivek Kumar Ray

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PROFESSIONAL SUMMARY

An MBA-graduate from IIM BG with over 6 years of diverse experience across retail, consulting and IT industries. Skilled in Business Data Analytics and Strategic Consulting.

WORK EXPERIENCE

6 Years 1 Months

Manager (Landmark Group)

Aug'21 – Present

Business Data Analytics

- Use of **SAS and SQL** to do **customer analytics** and generate **in-depth insights** for 6 GCC countries
- Developing and managing **reports and analytics dashboards** using **Advanced Excel and PowerBI**
- Achieved **>150% of Incremental Revenue target** in FY22 and FY23, amounting to AED 184Mn
- Implemented **SMS Optimisation**, resulting in AED 2.4Mn in savings by reducing redundant targeting
- Analysing very large datasets to **generate business reports** for brick-&-mortar and e-commerce channels
- Conduct **analysis of existing processes and make recommendations** to improve revenue metrics
- **Crafted diverse customer journeys**, leading to significant improvements: increased average frequency and spends of **newly enrolled customers** by 16%; raised the average frequency of **Kids Category shoppers** by 7%; doubled the Response Rate of **Inactive customers**; enhanced **omni-channel customer penetration** by 3PP
- Strategically assisted Marketing Managers in **designing targeted weekly retail campaigns** by **evaluating customer shopping behaviour** and their response rates
- Identified **underperforming stores** and suggested actions to Retail Head to improve their productivity
- Collaborated with the Planning team to **pinpoint viable regions for new store openings**
- Engaged extensively with Finance team to **assess the impact of store renovations** on overall revenue
- Developed **retail analytics models** employing **machine learning in Python and R**, encompassing churn prediction, customer segmentation, association models, next-best product recommendation, likelihood-to-buy, and clustering based on various customer preferences

Associate (IPAC Pvt. Ltd.)

Sep'19 – May'21

Data Analytics and Strategic Consulting

- Used analytics to increase the reach of the stakeholders, ensuring **victory in 6 out of 7 constituencies**
- Led different teams of 6-13 members constituted to **analyse, access and recommend changes in existing government processes and schemes. Liaised with govt. stakeholders** for the same
- Did **retro-electoral analysis** of the state to come up with **overall state-level campaign strategies**
- **Analysed large set of data** to understand the needs of the citizens, designing campaigns based on that

Assistant Systems Engineer (Tata Consultancy Services Ltd.)

Jan'16 – Jul'17

IT Development

- Assisted in the development of a **loan creation portal** that recorded customer information
- Helped in designing and developing a system to **merge different documents into one PDF file**
- Assisted in development of **online-signing functionality**, enabling users to electronically sign files

EDUCATION

Master of Business Administration

Indian Institute of Management Bodh Gaya

Aug'17 – Jul'19

B. Tech. (Mechanical Engineering)

Asansol Engineering College, Asansol

Aug'11 – Jul'15

PROFESSIONAL AND ACADEMIC ACHIEVEMENTS

- Awarded **'Employee of the Quarter'** in Apr'22-Jun'22 quarter and **'Employee of the Month'** award in May'23
- **Published a Case Study** regarding Operations Management, which is being hosted by **The Case Centre**
- **Gold medallist** and the **City and School topper** in International Maths Olympiad; secured **8th rank in the State**

SKILLS

Business: Leadership, Customer analytics, Business analytics, Stakeholder management, Vendor management, Ability to work in diverse team, Can work under limited supervision, Liaising, Individual contributor

Technical: SAS, SQL, Advanced Excel, PowerBI, PySpark, Azure Databricks, Python, VBA, R, Java, HTML, CSS, JS, etc

Languages: Can fluently read, write and speak English, Hindi and Bengali