

SUDHANYA JOSHI

Versatile, high-energy professional, successful in achieving business growth objectives within turnaround & rapid changing environment; targeting senior level assignment in Business Analysis & Project Management

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CORE COMPETENCIES

Product Management
Business Analysis
Project Management
Data Analysis
Qualitative & Quantitative Research
Competitor Analysis
Forecasting / Modelling
Dashboard Preparation
Infrastructure Costs Monitoring
Market Research & Analysis
Research Recommendations
Consumer Behaviour
Documentation/ Reporting & Compliance
Stakeholder Management
Key Account Management
Cross-function Coordination
People Management



SOFT SKILLS

Collaborator
Communicator
Result-oriented
Analytical



TECHNICAL SKILLS

❖ MS Office (Advance)
❖ MS Access
❖ Power BI Tool



PERSONAL DETAILS

Date of Birth: 12th February 1986
Languages Known: English, Hindi, Marathi & Bengali
Permanent Address: Dombivali, Maharashtra – 421201



NOTABLE ACCOMPLISHMENTS

- ❖ Awarded **Standout Performer** in Reliance Jio for contribution in Campaign Insights and Analytics
- ❖ Shifted to online meetings format with collaborative work sheets and trained sales team members in using the tool effectively for Quarterly meetings during lockdown
- ❖ Engaged in standardisation of various report formats from different teams to make it uniform across Prepared the Reference document for creating various reports from different data sources
- ❖ Assisted in creating tool to compare Forecast and Demand comparison for bringing in efficiency
- ❖ Revamped assignment for taking into consideration the capacity changes and altering the targets accordingly and planned the expected pay-out to agents based on various scenarios
- ❖ Optimized factors for sales conversions and designed an analytical techniques for deal recommendations for a large daily deals website



PROFILE SUMMARY

- ❖ Business Analyst offering a career of nearly 12 years that reflects pioneering experience and year-on-year success in Product Management, Business Analysis, Project Management, Budgeting/Forecasting & Planning, Competitor Analysis, Ancillary Revenue growth by investigating new opportunities, maximizing the competitive strength for long-term success; currently authorized in role which include Business Analysis in Mattel India
- ❖ Leveraged skills in evaluating business processes, anticipating requirements, uncovering areas for improvement, and developing and implementing solutions
- ❖ Showcased excellence in designing procedures to ensure timely availability of business information necessary to facilitate critical decision-making process; evaluating, establishing & maintaining development policies, methodologies and procedures, business analysis process entailing requirements gathering, client interactions, liaising between team and so on
- ❖ Conducted market research on products, markets and competitors; submitted detailed reports basis analyses of complex data and numbers
- ❖ Performed market segment strategic planning by analyzing market data through various forms of research including data mining, conducting target clientele interviews and negotiation
- ❖ An effective leader with proven abilities in working with various teams; guiding team members and enabling knowledge sharing among the team



CAREER TIMELINE

Jul'21-Present	Reliance Jio as Product Manager in Jioads Platform
May'19-Apr'21	Mattel India as Manager Analytics (Sr. Sales Analyst)
Feb'15-May'19	Jet Airways, Mumbai as Business Analyst (Assistant Manager)
Oct'13 – Feb'15	Green Earth Translogistis Pvt. Ltd., Thane as Business Analyst
Mar'12-Feb'13	Time Analytical Services, Bangalore as Business Analyst Retail
Jan'08-Jun'10	Bharat Serums and Vaccines Ltd., Thane as Research Officer



EDUCATION

- ❖ PGDM from TA Pai Management Institute, Manipal with 59% in 2012
- ❖ M.Sc. from Goa University, Dept. of Biotechnology with 62.94% in 2008
- ❖ B.Sc. from Jai Hind College, Mumbai with 62.25% in 2006
- ❖ H.S.C. from Thomas Baptista College with 79 % in 2003
- ❖ S.S.C. from New English School-Vasai with 88% in 2001

- ❖ Successfully conducted **Excess Baggage Policy Revision Analysis (Ancillary Revenue)**-One Piece Concept; got acknowledged for conducting secondary research on markets, product and companies
- ❖ Contributed in GDS change policy-a measure taken for cost reduction-responsible for providing all the Agent specific GDS data and associated Risk exposure and GDS composition
- ❖ Played a key role in contract with Shell Engine Oil & Lubricants company in bidding, acquiring the contract for secondary transportation, implementation of the requirements, monitoring day to day activity and sharing the performance report and audit; got "**Letter of Appreciation**" for the success of the project

WORK EXPERIENCE

July'21 till Present with Reliance Jio, Mumbai (Ghansoli) as Product Manager

Key Result Areas:

- ❖ Responsible for Campaign Analysis and Insights
- ❖ Sharing daily campaign Reports with clients and client support teams
- ❖ Deriving useful conclusions from the trends and patterns observed across various Jio platforms and apps
- ❖ Arriving with useful features for JIOADS platform and directing teach team about bringing in new features
- ❖ Checking the campaign performance at regular intervals and guiding ad ops team for required modifications in campaign set up
- ❖ Supporting client support team with all required data and insights

May'19-Apr'21 with Mattel India, Mumbai (BKC) as Manager Analytics – CTM

Key Result Areas:

- ❖ Managed Sales Forecasting process for India for Trade and Key Accounts both including ECOM
- ❖ Conducted Quota Review Meetings on quarterly basis and aligning the Forecasted Revenue with company AOP
- ❖ Actively monitoring the gap between Forecast and Demand to provide necessary inputs to different teams
- ❖ Allocated Inventory basis Sales Forecast from sales teams and Inventory from Supply chain team Responsible for monthly reports of Primary Sale and Secondary Sale total India Business
- ❖ Prepared dashboard for Brand Performance, Channel Performance, Region Performance; analysed Campaign Sale and its effect and presented the analysis to the management
- ❖ Evaluated performance of sales team at Sales personnel level for incentive calculations
- ❖ Identified competitive price levels, key product features, and functions that lock out competitors, Top selling SKU, Bottom selling SKU
- ❖ Assisted sales teams about available inventory which can be utilised and demand planner by considering Forecasted sale, In hand inventory and lead time
- ❖ Provided data and delivered presentations to higher Management for performance of various brands and distributors, Product catalogue
- ❖ Worked on various projects of Customer Trade Marketing for Visual Merchandising, providing them data of Top selling SKU, New SKU Lists

Feb'15 to May'19 with Jet Airways, Mumbai (Andheri) as Business Analyst – Sales India

Growth Path/Deputation:

Feb'15 to Sep'18 with Commercial Strategy & Planning Department as Business Analyst – Grade 02

Since Oct'18 with Sales-India as Business Analyst – Grade E1 (Assistant Manager)

Key Result Areas:

- ❖ Drafted market share reports for India, both Domestic Market and International Market; prepared monthly dashboard and summary reports for Agents Sale performance and providing the performance linked benefits of contracted agents
- ❖ Engaged in re-indexation activity of budgets; liaising between Regional Sales Teams and Head Office team to provide them with necessary data
- ❖ Presented revenue performance, PAX performance reports on stipulated frequency with the key highlights by utilizing individual projects, designing questionnaire, collecting data (secondary), defining data analyses, writing reports using charts and tables
- ❖ Calculated expected pay-out for the region as per the monthly performance for the calculation of expected cost of sale for the month
- ❖ Documented market share reports for international markets like ASEAN, SAARC, Gulf, USA and Europe; sharing them with middle management and senior management and highlighting the key points to the respective country teams
- ❖ Maintained Online Research Panel with an emphasis on delivering high quality market research insights worldwide, Forward Trend

Project Worked On: **Ancillary Revenue**

Oct'13-Feb'15 with Green Earth Translogistics Pvt. Ltd., Thane as Business Analyst

Costing and budgeting, Documentation, Process Optimization, Recruitment, Agreement/Contract Renewal/Management, Training

Mar'12-Feb'13 with Time Analytical Services (Time Warner Company), Bangalore as Business Analyst-Retail

Demand planning & Forecasting trend analysis, sales data analysis, training, campaign management and analysis

Jun'08-Jun'10 with Bharat Serums and Vaccines Ltd., Thane as Research Officer

Executed several research projects as per the requirements & availability of the resources as well as up-scaled to pilot project for streamlining operations; Up-stream, Downstream and Analytical R&D Departments for completion of various Research Projects and provided training to Junior Research Officers & Summer Internship Students on Laboratory Techniques, Practices, Theory and so on to enhance their skills & knowledge



Extracurricular Activities & Achievements

- ❖ Participated in Mattel Mad Night for dance performance
- ❖ Member of Alumni Affairs Committee and strengthening the bond between alumni & Institute for mutual benefit of both to improve the networking among alumni for growth & development in an effective manner in 2010-2012
- ❖ Acted as member of the following:
 - Leader Support Group for Brandscan-Market Research Project for Mahindra Electric Two Wheeler in 2011
 - Team for Brandscan-Market Research Project for Kansai Nerolac Eco Friendly Paints in 2010
 - Member of Indian Red Cross Society
- ❖ Participated in several Cultural Events, Dance Competitions, Joyfest and Marathon

