

Praveen Kumar

Business Analyst & Marketing Manager

Current Location: Netaji Subhas Place, New Delhi

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Creative and dynamic analyst and marketer with more than 7 years experience in telecom & software domain having proven techno managerial expertise in analytics and product management adept at working effectively to achieve goals both as a cross-functional team member and individual contributor.

Expertise:

Advanced Analytics, Business Consulting, Key Account Management, Client Servicing, Business development, Product Management, Revenue Enhancement, Customer Value Management, Segmentation analysis, Budgeting and Planning, Sales Operations, Campaign Management/Execution



Skills

SAS	◆◆◆◆◆	Good
SQL	◆◆◆◆◆	Very Good
BI tools (IBM BI Cognose/Power BI)	◆◆◆◆◆	Excellent
Campaign management tools	◆◆◆◆◆	Excellent
MS Excel / Access / PowerPoint	◆◆◆◆◆	Excellent
Data visualization (Tableau)	◆◆◆◆◆	Average



Work History

Feb 2020 - Current - **Business Analyst (TL) – Customer Lifecycle Management**
Marg ERP Limited., New Delhi

- Responsible for the analytics of customer behavior, in order to do the segmented up selling of products and insure newly acquired customer's satisfaction
- Prepare and share the various kinds of business dashboards, PPTs and insights of sales programs from different perspectives with senior management of company.
- Also analyze and identify the churn pattern of customers across the geography

and recommendations to take important decisions for churn reduction

- Responsible for product pricing construct while analyzing different parameters like acquisitions, churn and renewals in direct coordination with the CEO of the company.
- supervise the digital & non-digital campaigns

Oct 2018 – Assistant Manager – Analytics & Consulting

Jan 2020 *Flytxt Mobile Solutions Private Ltd., Patna, Bihar*

- Responsible for achieving CVM revenue objectives of Vodafone circles by leveraging various features/functionalities of the platform and providing strategy for running BTL campaigns for prepaid/postpaid subscribers spanning voice, data and VAS
- Support product management team with business analysis & recommendations for existing/new campaigns addressing revenue enhancement/churn reduction
- Influencing customer purchase behavior through real-time targeted and personalized & segmented offers and measuring campaign effectiveness to continuously refine the marketing strategy.
- Designing business critical ROI dashboards, KPI reporting templates & analytics to measure impact of marketing initiatives
- Streamlined operations and optimized the campaigns , targeting right product to right customers, identified unproductive campaigns and stopped them which led to positive incremental revenue month on month with average of 5%

Mar 2014 - In Charge- Business Intelligence / Product Manager

Oct 2018 *Idea Cellular Ltd, Patna, Bihar*

- Assessing marketing trends and tracking competitor's activities like adoption, Penetration, Usage and Revenue and providing valuable inputs for product enhancement and fine tuning sales & marketing strategies. Portfolio included 1.8Cr customers, with INR 100+ Million revenue per month.
- Prepare circle review presentations and actively participate in budgeting Activities.
- Did geography wise research to identify new business opportunities in the area of incoming only customers and non data usage customers which was accepted by circle planning team and to drive according in with sales force and led to Customer revival and increase in Usage and recharges by 16%.
- Prior to coming in BI function, have handled Customer Acquisitions, Product (voice) Marketing role till May'17.
- Handled Subscriber acquisition planning and driving sales through various campaigns, designing programs like Zero-Usage, Predictive Churn & Dip in Usage
- Kept regular vigil on quality customer acquisition to minimize churn through various dashboards of MOU and VLR which led to increase in 10% VLR.
- Run MNP programs offering differential commission to the retailers on high ARPU competition customers, which led to nationally highest MNP of 20% in overall gross while optimizing the COCA budget also.
- Managed and configure product mix and P&L. Portfolio included 30Mn customers.

- Managed overall prepaid products communication for Circle.
- Product Life-cycle Management – Inception, Planning, Launch, Monetization
- QA and product performance analysis on day to day basis

Jan 2013 - OMCR Engineer

Mar 2014 *Idea Cellular Ltd (Off Role Employee), Patna, Bihar*

- Responsible for trouble shooting if any bad performance in the network. Monitored the alarms coming from BTS and troubleshooting them through BSC commands
- Also prepare the critical network outage reports of different vendors.

Jan 2012 - IT Faculty

Jan 2013 *Aptech/Admerit College, (SMU Learning Centre), Patna, Bihar*

- Conduct classroom teaching program for BCA and MCA
- Topics expert: "Microprocessor", "Digital communication", Math, Digital Electronics, C, C++, Computer Architecture and Digital Image Processing



Education

Jun 2018 - MBA: Finance & Marketing

Current *Swami Vivekanand Subharti University(DDE) - Meerut*

Nov 2003 - Bachelor of Engineering: Electronics & Communication

Nov 2009 *RPSIT, Magadh Universty - Patna*

- (2yr session late of MU)
- 78.5% Overall Marks
 - Department topper



Certifications

Data Analytics Using Power BI, Big Data Fundamentals, Budgeting, Digital Marketing, Data Visualizations, Key account management, customer focus, change management, Innovation & creativity, Presentation skills, Team management,



Accomplishments

- Got Promising New Joiner award for stabilizing the most volatile circle of Vodafone in the span of 3 months
- Got Spot award For diligently managing Bihar circle and achieving Rank #1 nationally in ROI for Mar'2019
- Got several appreciation mails from the Vodafone Corporate CVM team for seamless business execution and month on month +ve ROI.
- Got Idea Star Award 2-times for various automation and for effectively driving the hand-holding programs on a regular basis.
- Appreciated many times for various automation and smooth collaboration with various functions in multiple projects like MNP, Choice number, primary/ secondary drive