Curriculum Vitae

Candidate Details:

Name- Rohit Das

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Academic Qualifications:

Year of Examination	School/Board/University	Name of the Examination	Percentage/CGPA/SGPA
2018	Jadavpur University, Kolkata, West Bengal	BTech-Instrumentation & Electronics Engineering (3-Year Full-time Degree Course)	7.6
2015	University of Calcutta, Kolkata, West Bengal	BSc-Electronic Science Honors (3-Year Full-time Degree Course)	74.90%
2012	BDM International (CBSE), Kolkata, West Bengal	AISSCE-Level XII	75.40%
2010	BDM International (CBSE), Kolkata, West Bengal	AISSE-Level X	9.4

Professional Experience:

Name of the Organization	Tenure Period	Designation	Job Descriptions/Responsibilities
FinShell (An OPPO Group Company), Mumbai	05/08/2019-Present	Data Scientist-Consumer Journey Mapping & Consumer Journey Analytics	1) Designing Process flows & Prototypes for the Customer Journey Mapping & Customer Journey Analytics for tracking & understanding the Consumer Experience, Consumer Behavior, Navigational Trends & Consumer Churn/Consumer Attrition on Mobile Financing & Digital Lending Applications (Personal loans, Business loans, Insurance & Credit Scores) & accordingly, shaping customer journeys towards exceptional customer eccentricity and ensuring effectiveness of all the Digital Touchpoints to create a Multi-Touch Attribution-based Customer Experience on real-time Omnichannel & Cross-platform devices. 2.) Delivering seamless, enhanced customer experiences with trans-formative business models. Connecting all the online and offline marketing

			channels to activate predictive & intelligent customer journeys, done on real-time Omnichannel & Cross-platform devices. 3.) Designing the Schema for the MIS (Management Information System) & the Response Disposition Data, Complaint Disposition Data & the Feedback Disposition Data Funnels for the Customer Service Operations (Product & Service inquiries, Complaints & Customer Feedback Mechanisms)
Marketing Management Analytics (MMA), An IPSOS Company, Bengaluru	01/08/2018-31/07/2019	Data Analyst-Data Engineering Solutions	Domain expertise in ETL (Extract, Transform, Load), EDA (Exploratory Data Analysis) & OLAP (Online Analytical Processing) using MS Excel, Tableau Server, Tableau Prep. Builder, MS SQL Server & SSIS (SQL Server Integration Services), SSAS (SQL Server Analysis Services), SSRS (SQL Server Reporting Services) to breakdown complex Datasets into Analytical Datasets/Squared Tables using SQL Queries.

Programming languages & tools- MS Excel & MS SQL Server, SSIS (SQL Server Integration Services), SSAS (SQL Server Analysis Services), SSRS (SQL Server Reporting Services), Tableau (Desktop, Online & Server versions), Tableau Prep. Builder.

Areas of Expertise:

1)ETL (Extraction, Transformation & Loading), EDA (Exploratory Data Analysis), OLAP (Online Analytical Processing), OLTP (Online Transaction Processing),Data Mining & Data Warehousing & Architecture, Data Marts & Data Pipelines, Data Integration, Data Quality, Dimensional Modelling, IPD (Information Package Diagrams), Data Warehouse Schema-Star, Snowflake, Fact Constellation, RDBMS, Tableau (Desktop, Online & Server versions), Tableau Prep. Builder, Microsoft Tools & Frameworks- MS Excel & MS SQL Server, SSIS (SQL Server Integration Services), SSAS (SQL Server Analysis Services), SSRS (SQL Server Reporting Services).

2)Customer Journey Analytics, Customer Behavioural Analytics, Customer Segmentation Analytics, Digital Touchpoint & Digital Attribution Analytics, Consumer Landscape & Consumer Churn Analytics/Digital Attribution Analytics, Digital Marketing Analytics & Web Analytics, Recommender Systems & Customer Sentiment Analytics.

ROHIT DAS