

Tasadak Hussain Choudhary

Senior Business Analyst | IIT Kharagpur

Mobile: +91 7477858584 | Email-id: tasadak.iitkgp@gmail.com |  [linkedin.com/in/tasadak-hussain-choudhary](https://www.linkedin.com/in/tasadak-hussain-choudhary)



PROFESSIONAL EXPERIENCE

SENIOR BUSINESS ANALYST

Client – An US-based Global Fortune 500 Company

Projects –

- **Product Obsolescence and Supply Continuity:**
 - Developed an **Excel model** to ensure supply continuity and customer confidence for a major decommissioned product, supporting future product investments
 - Led collaborative analysis with regional teams, resulting in a projected **\$50 million** revenue opportunity over **10 years** by aligning yearly entitlements with actual sales
 - Strategically planned service management for the next decade, enhancing **operational efficiency** and paving the way for replacement opportunity of the product
- **Aftermarket Segmentation:**
 - Enhanced strategic decision-making by categorizing business customers into **5 segments**, providing valuable insights into segment sales share and enabling accurate future projections for each segment
 - Improved collaboration with regional teams to refine customer segmentation, resulting in a dynamic **Power BI dashboard**. This interactive tool showcased **Quarter-over-Quarter (QoQ)** and **Year-over-Year (YoY)** sales data, empowering stakeholders with comprehensive insights
 - Implemented a **sales split model** by segment, identifying strategic opportunities that led to a significant **30% increase** in revenue. This model not only optimized sales strategies but also contributed to sustained growth and profitability
- **Global aftermarket Opportunity:**
 - Utilized **SQL** to analyze data from 3 regions, optimizing aftermarket sales through meticulous data cleaning and statistical outlier removal
 - Spearheaded the development of a comprehensive **Power BI dashboard** to monitor and analyze key metrics including discounts, margins, sales performance, and customer attrition. Identified and recorded a substantial **lost opportunity of ~\$4 million** across the North America Europe and AME regions
 - Empowered the Pricing Leader to take targeted pricing actions by presenting actionable insights from the dashboard metrics. This initiative directly impacted **revenue recovery strategies** and ensured proactive customer management
- **Sales enablement:**
 - Identified revenue growth opportunities by targeting smaller customers for high-price parts, calculating a potential **\$1.5 million impact** from a **20% price increase** without compromising customer retention
 - Leveraged data analysis to uncover a **\$2 million sales opportunity** in Q2 2023 for the North America business, leading to **8% revenue growth** and enhanced performance for under-performing branches

Client – An European Based Polycarbonate Material Industry

- Conducted comprehensive **Root Cause Analysis (RCA)** to revamp pricing systems, strategically repositioning segments for higher profitability. Implemented **value-based pricing** by differentiating prices based on segment attributes, particularly elevating premium segment pricing.
- Developed and executed a pricing model for Multiwall Sheets, introducing a redesigned pricing structure through the **SRO** process. Proposed a **5% price increase/decrease**, resulting in a lucrative opportunity of approximately **€2M**

BANGALORE, KARNATAKA

(Oct '21 – PRESENT)

PROFESSIONAL SUMMARY

Business Analyst with more than 2.5 year of experience with strong client engagement process of business diagnostics & Opportunity analysis and holder of bachelor's degree from IIT Kharagpur

EDUCATION

INDIAN INSTITUTE OF TECHNOLOGY Kharagpur

Integrated Dual Degree – Physics
(2016 – 2021)

Jawahar Navodaya Vidyalaya Koteranka

XII (2015 – 2016)

SOFTWARE/TOOLS

- SQL (Advanced)
- Power BI (Advanced)
- Python (Intermediate)
- Excel (Advanced)
- Tableau (Intermediate)
- Think-cell (Advanced)
- PowerPoint (Advanced)

SKILLS AND EXPERTISE

- Problem-Solving
- Data Analytics and Modeling
- Data Visualization
- Market Research
- Communication

POSITION OF RESPONSIBILITY

- Secretary Mess RK Hall' 2017
- Captain RK Hall Hockey Team'18
- Core Team Head All India JNV Alumni Association' 2018
- Part of Apex Advisory body of All India JNV Alumni Association

EXTRA CURRICULAR

- Part of National Sports Organization (2016 & 2017)
- Secured Bronze medal in the General Championship Hockey IIT Kharagpur