



Asitav Sen

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About Me

Data science and decision science consultant. I solve business problems with data science and mathematics. Exposure in e-commerce, marketing, utilities, machinery and service industry in Europe, India and the Carribean.

Skills

- Statistical Analysis (R, PostgreSQL)
- Mathematical Modelling (R, @Risk)
- Business Strategy
- Sales and Marketing
- Dashboards - Shiny (web app), Periscope

Relevant experiences

Senior Consultant / LaNubia Consulting, The Netherlands (Remote) OCT 2020 - Present
La nubia is a management consulting firm

- Identified major gaps in collection process of a client in utilities industry, by analysing data, recommended improvement steps to reduce outstanding from ~ \$230 M to < \$100 M
- Designed and developed dashboard for monitoring customer loyalty for a client in loyalty card business
- Designed and developed dashboard for analysing car theft for a client (Judiciary) in the Carribean
- Developed model and dashboard to predict component failures of machinery
- Developed alternative approach towards credit risk calculation according to IFRS 9 guidelines
- Analysing data to support policy making for a public sector client in economics domain

Business Analyst (Strategy) / OLX Group, The Netherlands AUG 2018 - NOV 2019
OLX is world's #1 (online) classified company

- Awarded for outstanding performance and proactive attitude
- Segmented customer using advanced analytics; increased #visits by ~10%
- Analysed data to present business insights to management and stakeholders, critical to strategic decision making
- Helped define OKRs and built enterprise dashboards for monitoring, reporting and analysis
- Researched potential of used heavy machinery trade in European Union, Russia, Brazil, India, Indonesia and US
- Recommended product and business strategy based on potential identified in the research

Senior Manager / Tata Hitachi, Ranchi, India MAR 2015 - JUL 2016
Tata Hitachi is the largest manufacturer of Mining and Construction Equipment in India

- Built strategic business plan (forecasting, sales, marketing, finance, infrastructure); executed through team

Manager / Assistant Manager / Tata Hitachi, Patna, India DEC 2009 - FEB 2015

- Developed process to collect sales data; Analysed, designed strategy and executed; increase share by 10%

Education

Master of Business Administration JAN 2017 - MAR 2018
Rotterdam School of Management, Erasmus University, The Netherlands

- Recommended new business model to Philips Avent for their breast pump business

Bachelor of Technology (Mechanical Engineering) JUL 2003 - JUN 2007
National Institute of Technology Silchar, India

- Secured First Class. Instrumental in organising several first-time events

Additional Experience

- Member of MENSA international (High IQ society)
- Led and completed Chadar Trek - wildest trek on Earth
- Rank holder in regional level mathematics olympiad
- Developing app to predict risk of asset default and calculate exposure at risk for IFRS reporting

Nationality Indian **Languages** English, Hindi, Bengali and Assamese