



# Asitav Sen

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## About Me

Data and decision science consultant experienced in modelling and **statistical** analysis. I solve business problems with **data science** and **mathematics**. Exposure in utilities, marketing, e-commerce, machinery and service industry in Europe, Caribbean and India. **MBA** from Erasmus University.

## Skills

- Data Driven Business Strategy
- Mathematical and Statistical Modelling (R)
- Predictive Modelling and Forecasting (R)
- Visualization, Dashboards and Web Apps (Shiny)

## Relevant experiences

**Senior Consultant** / LaNubia Consulting, The Netherlands Nov 2020 - Present  
*LaNubia is a management consulting firm*

- Helped reduce outstanding of client in utilities industry, by > \$50M, by analysing data and recommending improvements
- Built and executed automated pipeline for transforming data for client in construction industry , reduced efforts by > 90%
- Organised data driven workshop for client in FMCG industry; created data strategy aligned with corporate strategy; created custom use case prioritisation tool
- Built model to predict risks (machinery failure and customer default) for in-house product development
- Developed alternative methods of credit risk calculation (using survival analysis) for in-house product development
- Developed dashboard to analyse car theft for client (Judiciary) to help create policy for public awareness

**Freelance Consultant** / Self Employed, India Apr 2020 - Oct 2021

- Helped client in non-profit to establish new line of data driven business to transform fishing industry in India
- Analysed data, recommended strategy to improve marketing RoI for client in social sector

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

- Segmented customer using advanced analytics; increased #visits by ~10% in 3 months
- 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 JUL 2007 - 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
- Developed process to collect sales data; Analysed, designed strategy and executed; increase share by 10%
- Build strategies and executed in 6 districts, established exclusive dealers and increased sales by > 50%

## 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**
- Author and maintainer of 'KoboconnectR', **R package**, >2000 downloads in 5 months

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