SUNIL UNIKKAT

sunilmessages@gmail.com, (616) 323-7907

No Visa sponsorship required now or in the future
Ready to relocate and open to travel

PROFESSIONAL SUMMARY

- Optimistic business research professional with over 15 years of experience leveraging experience in business analysis and strategy to excel in Business Data Analysis
- Experience collecting, analyzing data and helping businesses make important decisions. Experience includes in-depth understanding of business problem/opportunity, data source identification, data collection, data cleansing, data sampling, data analysis, and data delivery.
- Synthesizer and solutions provider with extensive knowledge and experience in areas including Data Analysis & Reporting, Predictive Analytics, Project Design & Execution, Marketing Research, Financial Analysis and Strategic Planning and Management
- Good communicator with experience supporting leaders and stakeholders including Product Managers, Business Unit Leaders, VPs, CIOs and CEOs with business intelligence and data projects

TECHNICAL SKILLS

- Skilled and experienced in Alteryx (Designer Core Certified), Tableau (Desktop Specialist Certified), SQL, and MS Excel
- Familiarity with SAS, SPSS, Power BI and Python for Data Science
- Fundamental Understanding of Big Data- Hadoop, MapReduce, Apache Drill etc.; Artificial Intelligence- Machine Learning, Deep Learning etc.; Agile Project Management- Agile Values and Principles, Agile Delivery, Scaled Agile.

BUSINESS SKILLS

Project Design Development & Execution	Multi-Project Management
Strategic Planning & Management	Advanced Analytical / Problem Solving Skills
Cross Functional Leadership	Business Development & Negotiations

EDUCATION AND LEARNING

Passed all three levels of the CFA Program, CFA Institute (https://www.cfainstitute.org/)
Master of Arts, Advertising, Michigan State University, East Lansing, U.S.A.
Master of Business Administration, Marketing, Madurai Kamaraj University, Madurai, India.
Bachelor of Science, Mathematics, University of Madras, Chennai, India.

PROFESSIONAL EXPERIENCE

Lead Analyst / Founder, Clued In LLC (www.youarecluedin.com), Grand Rapids, MI, USA, April 2012- June 2020
Clued In is a business research services company with researchers in U.S.A and India providing custom research services including data collection, data input, data analysis and data delivery.

- As Lead Analyst led the design, collection, input, analysis and delivery of business data and insights. Performed ETL, descriptive and predictive data analysis in Alteryx. Data reporting and visualizations were done in Tableau
- Led a team of research and data input specialist in automated / manual data gathering and validation projects. Solicited business, secured projects, negotiated profitable deals and ensured satisfied employees on one side and satisfied clients on the other.
- Introduced Tableau and its data discovery and visualization power to a large mid-market organization. Collected large amounts of data, cleaned, sampled and analyzed data, and created dashboards and visualizations and helped businesses make Sales, Profitability and Human Resource decisions.
- Used sampling techniques and statistical analysis to successfully predict potential future sales and profit margin and helped secure high-margin profitable business
- Conducted Financial Analysis and industry benchmarking studies and provided insightful answers to pertinent questions on profitability ratios (EBIT / Sales) and equity multiples (ROE, ROA) from the CEO of a large mid-market organization.
- Led the collection, analysis and delivery of Sales, Employee and Deal information on about one-hundred-thousand private companies, and over one-thousand Private Equity Firms for a Fin Tech Private Company Database Aggregator client.
- Led the B Lab (www.bcorporation.net) Sustainability Certification process for a large mid-market organization for every certification year since 2012

PROFESSIONAL EXPERIENCE (Continued)

Project Manager (Marketing Research / Business Analysis), Cascade Engineering (www.cascadeng.com), Grand Rapids, MI, USA, June 2006- March 2012

Cascade Engineering is a diversified plastics components and products, manufacturer, marketer and service provider with over 1600 employees

- Continued to be a reliable go-to source for all industry and market research needs of the organization and helped the company enter and exit market with confidence.
- Supervised and led the research team delivering timely business insights and successfully supported strategy development and execution both at the corporate level and at the business unit level.
- Developed and enhanced strategic thinking inside organizations and businesses as an educator, a facilitator and a consultant. Ensured smooth flow of the organizations strategic planning activities by creating and updating processes, user-friendly formats and tool-kits
- As Board Secretary helped govern a multi-family housing services business with over 100 B2B customers

Senior Marketing Analyst, Cascade Engineering (www.cascadeng.com), Grand Rapids, MI, USA, June 2003- May 2006

- Functioned as the reliable go-to source for all industry and market research needs of the organization. Researched, analyzed and completed hundreds of assignments and projects and helped the 14+ Business Units of the organization make informed business decisions.
- Used statistical analysis for analyzing tiered pricing data to understand pricing dynamics in the recycled polymer market and guided the recycling strategy team into making important business decisions
- Researched, analyzed and derived strategic insights in a variety of industries including Solid Waste & Recycling, Plastics Manufacturing, Polymer Science, Material Handling, Renewable Energy, Transportation (Automotive and Heavy Truck) and more

Project Consultant, Wieland (https://wielandbuilds.com/) Lansing, MI, USA, October 2002- February 2003

Wieland is a LEED Certified construction company with national headquarters in Lansing, Michigan. They are construction managers, general contractors and design/builders.

- Provided actionable marketing intelligence through an extensive consumer perception study involving over 140 construction decision makers
- Used statistical analysis including cluster analysis through k-means clustering to segment customers and identified a highly-motivated group of potential customers requiring construction and related services for targeted sales and marketing

CERTIFICATIONS & TRAINING

Alteryx Designer Core Certified

Tableau Desktop Specialist Certified

Data Science IBM Certificates: What is Data Science- IBM Course; Python for Data Science and AI - IBM Course

Agile Crash Course Certificate: Agile Project Management; Agile Delivery- Mauricio Rubio, Udemy

SQL Certificates: The Complete SQL Bootcamp- Jose Portilla, Udemy; Introduction to MS SQL Server Ed2go

ADDITIONAL EXPERIENCE

- As an Instructor (Teaching Assistant) for three semesters at Michigan State University (https://msu.edu/) successfully trained over 150 freshmen students in mathematics
- Working for advertising agencies in India managed promotional campaigns and serviced multiple clients in the government, public, and private sectors

COMMUNITY INVOLVEMENTS

- Consultant in strategy and business planning for non-profits. United Methodist Community House (UMCH) http://www.umchousegr.org/ and Seeds of Promise (SOP)- (https://www.seedsofpromise.net/)
- Was part of the Large Company Standards Working Group team which advised B Lab on question selection and question weightings to help measure the social and environmental performance of large companies with 1000+ employees

AWARDS AND RECOGNITIONS

- "Start Award" from the Founder / CEO of Cascade Engineering for helping the company "enter new markets with confidence"
- "Herding Cats Award" from B Lab for advocacy and coordination of the B Corp movement (business as a force for good) within an organization and beyond