

Rohit Aramandla

Senior Business Associate

4+ years of experience in decision science and data analytics, offering actionable and effective solutions to diverse business problems

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📍 Hyderabad

SKILLS

Data Analytics

Data Collation & Curation

Modelling

Insight Synthesis

Data Visualization

Business Reporting

Project Management

Stakeholder Engagement

SOFTWARE

MS Excel



SQL



Tableau



Python



PowerPoint



INTERESTS

Football

Guitar

Trekking

WORK EXPERIENCE

Senior Associate Strategy

Tekfriday Processing Solutions Private Limited

06/2018 – Present

fast growing technology solution company in Alternative Financial Services domain

Achievements/Tasks

- Built an underwriting tool for flagship products (~80% traffic) using ~60 significant application, transaction and credit data attributes for automated end-to-end processing
- Developed a comprehensive pre-origination customer profiling to enable effective marketing (-4% CTA), optimize capital deployment, and customize user experience
- Developed a comprehensive post-origination customer clustering to monitor and update underwriting, optimize equity flows, and enhance cross-sells (+7%)
- Designed and developed an automated NPV & Capital Planning infrastructure (~300 segments) to optimize the portfolio profitability (+2%) and monitor performance at a segment level
- Built a live risk propensity model that estimates the probability of a future payment, for minimizing NPA (-1%) and for fine-tuning underwriting
- Built an automated FOIR evaluator, transforming unstructured data from credit reports and bank statements to estimate customers' existing debt obligations (~85% accurate)
- Developed a dynamic payment predictor model that forecasts the date and time of payment (~75% accurate) to optimize communication channels and efforts (-6% calls/payment)

Business Associate

Merilytics, Inc.

07/2015 – 12/2017

a valued and trusted advanced analytics partner for clients globally

Achievements/Tasks

- Built a robust CLTV model (~180 segments) for a leading fitness chain to predict the customer behavior and costs across phases (+11% LTV), to customize products (+8% stickiness)
- Designed and developed weekly studio KPI dashboards; automated end-to-end process from data collection to report distribution for ~400 stakeholders
- Built customer-product cohorts; minimized churn (-5%) by target cross-selling and promotions
- Worked with a major US food chain and conducted a price sensitivity analysis using competitor pricing and historical elasticity to optimize new menu pricing (+2% PAT, +13% market share)
- Partnered with a global cosmetic firm to forecast the dynamic, product supply - demand (~95% accurate) and built an automated custom purchase order tool for underlying components
- Partnered with a global debt management firm and set-up settlement prioritization schema (+4% settlement \$); enhanced online campaign penetration (+15%) using Google Analytics

EDUCATION

B.Tech+M.Tech, Mechanical Engineering

Indian Institute of Technology, Madras

2009 – 2015

Courses

- Minor degree in Marketing and Management

7.01

ONLINE COURSES

Python for Business Analytics, Excel for Business Analytics

Portfolio Optimaton, Meeting Investors' Goals

Design Thinking, Game Theory in Business