DIBESH KUMAR PARIDA

**||BUSINESS ANALYST ||MBA-IIM ||DNA ENTERTAINMENT NETWORK||
|| SDA BOCCONI || COMPUTER SCIENCE - ENGG||**

Location Preference: BANGALORE, DELHI NCR & PUNE

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Profile Summary

- Offering over 5 years of experience in Information Technology, SaaS , Business Analyst and Product Management.; entailing expertise in E-Commerce and Logistics domain.
- Recently worked as a Business Analyst with Vinculum Solutions Pvt Ltd. (Noida)
- Possess extensive knowledge of Data Visualization, Forecasting, Problem Solving, SaaS software Management and Analytics,
- Expertise in Product Management and Data Analytics abilities and astute problem-solving capability of prioritizing and managing complex projects with proficiency.
- Thrives working in a fast & growing environment with a creative & curious mind that helps him in finding innovative ways of doing things.

Areas of Expertise

Advanced Marketing Research	★★★★★	*Business Forecasting Analytics*	★★★★★
Pricing Strategy	★★★★★	*Data Visualization & BI*	★★★★★
Consumer Behavior	★★★★★	*Product Management*	★★★★★
Software Development	★★★★★	*Project Management*	★★★★★

Professional Experience

**Apr'19-Feb'20: Vinculum Solutions, Noida
Senior Management Trainee**

**Mar'16-May'17: Playbook Consultancy, Bhubaneswar
Senior Software Engineer**

**May'14-Dec'15: Thrymr Software, Hyderabad
Software Developer**

**Jul'12 – Dec'13: Dolly Enterprisers, Cuttack
Software Trainee**

Key Result Areas

- Increased revenue by 4.7M. Achieved 70 percent sales conversion rate by giving demo to the prospects.
- Conceptualized innovative functionalities to be implemented in the SaaS product which helped increase revenue by 30
- Key Account Manager for the top e-commerce company NYKAA in Beauty domain.
- Optimized 80 percent of the issues for Nykaa.
- Understood client requirements and gathered relevant data from internal and external stakeholders.
- Designed solutions best suited to client needs and competitive from both technical and commercial perspectives.
- Analysed clients' historical data to suggest areas of service improvement and increased efficiency
- Single handedly built loyalty points based web application for client Dalmia Cement which helped
- 1000 of dealers get loyalty points on cement sold.
- Web Services integration with a different application through API.
- Guided 4 interns to integrate chat application into ERP.
- Interacted with the founder of Truweight for gathering requirements.
- Developed Dietician management system for a startup named Truweight funded by Kalaari Capital which helped reduce client costs by 30 percent.
- Built the Analytical dashboard for Truweight, this helped in data visualization and performance management.
- Submitted an analytical report to the CEO of DNA entertainment networks on pricing strategy for next year which will help incease revenue atleast by 20 percent.
- Successfully managed stadium operations for a stand in M Chinnaswamy stadium in Bangalore where fares were greater than 8000 per seat.

Projects Undertaken

Project Title: Business process integration Company: Vinculum Solutions
Client: Nykaa
Domain: Logistics
Duration: 11 month
Description: Achieved 70 percent conversion rate by giving demo to the prospects. Conceptualized innovative functionalities to be implemented in the SaaS product which helped increase revenue by 30 percent. Reduced 80 percent of the issues faced by NYKAA through process improvement.

Project Title: Loyalty Management Company, Playbook Consultancy
Client: Dalmia Cement
Domain: Payments
Duration: 14 month
Description: Single handedly built loyalty points based web application for client Dalmia Cement which helped 1000 of dealers get loyalty points on cement sold. Guided 4 interns to integrate chat application into ERP.

Project Title: Dietitian management system Company: Thrymr Software
Client: Truweight
Duration: 13 months
Description: Interacted with the founder of Truweight for gathering requirements. Developed Dietician management system for a startup named Truweight funded by Kalaari Capital which helped reduce client costs by 30 percent. Completed Dietician Report which shows the performance of dietician month wise. Managed a group of 10 new recruits & directed their training.

Project Title: Dealer management in ERP Company: Dolly enterprsers
Client: Sukam
Duration: 18 months
Description: Maintained existing application that contained dealer data and transactions. Integrated new reporting tools Jasper report into the application.

Professional Skills

Practical knowledge of statistical analysis based on regression, analysis of variance, clustering, classification techniques, discriminant analysis, forecasting model evaluation, and time series analysis.
First-hand experience on market research analysis such as conjoint analysis, factor analysis, discriminant analysis, regression, logistic regression, multi-dimensional scaling in IBM SPSS.
Linear programming using M.S. Excel & Advanced Excel, Minitab, SQL, Power BI, Tableau, C, C++, Java, Python.

International Exposure

International Immersion Program, SDA Bocconi Business School, Milan Italy: Completed 2 credit courses from SDA Bocconi, Milan with an overall **GPA of 6** in international business & strategy, service operations, lean management & project management. drew insights on business strategy, lean management through company visits to traditional Italian companies in different stages of internationalization like **Ricci Curbastro, Maserati & Ferrari**, carried out **5** simulations to understand the advantages of pull & kaizen systems.

Academic Details

MBA (Marketing & Analytics) from the Indian Institute of Management, Sirmaur in 2019 with (4.7) CGPA.
B.E. (Computer Science) from Raajdhani Engineering College, Bhubaneswar in 2011 with 73.7%.
12th (PCM) from the Central Board of Secondary Education Delhi, in 2006 with (72)%
10th from the Central Board of Secondary Education Delhi, in 2004 with (68)%

Interest

Traveling, Playing Football, Swimming, Music, Data Visualizing.

Personal Details

Date of Birth: 09th December 1988
Languages Known: English, Hindi & Oriya
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