AMIT GENGAJE

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KEY SKILLS

Data Analysis & Visualisation: SQL | Power BI | Tableau | Pandas | Matplotlib | Seaborn | NumPy | Advanced Excel | Data Visualisation | Data Wrangling | ETL | R | Data Cleaning & Preprocessing| EDA | Scikit-Learn | Dashboards | Python | Jupyter

Generative AI: Prompt Engineering | ChatGPT Fine-tuning | AI-Optimized ETL Processes | Data Modelling and Forecasting | Explainable AI | Data Augmentation | Tailored Data Visualisation | AI Data Exploration

Extract, Transform, Load (ETL): AWS Glue | ETL Optimization | Real-Time & Batch ETL | Workflow Automation | Data Mapping | Logging and Monitoring

PROFESSIONAL EXPERIENCE

iHUB DivyaSampark, IIT Roorkee, Bangalore – Various Data Analysis Projects (May 2024 – Present)

Conducting hands-on data analysis projects with industry experts from IIT Roorkee's Postgraduate Program and IBM.

- **Employee Data Analysis for Tech Client** | Used MySQL Workbench to generate reports on employee performance and project details, extracting actionable insights from a complex employee database tailored to specific business requirements.
- **Regional Comparison Dashboard** | Developed a Tableau dashboard to visualise and compare sales trends across two US regions, identifying areas of improvement and highlighting key regional trends.
- **Retail Analysis for US Clothing Business** | Conducted EDA, data normalisation and visualisation using Python to compile a report and deliver meaningful insights using a dataset acquired from a US clothing client.
- **Sales Insights Dashboard for E-commerce** | Designed an Excel dashboard to analyse sales trends across various product categories for a global e-commerce client. Integrated a user control feature for category-specific insights, enabling month-wise and product-wise trend analysis to improve business performance.
- **AWS Glue ETL Workflow for Product Analysis** | Streamlined data integration and transformation using AWS Glue for a sales optimisation project. Cleansed and joined datasets to derive insights into customer behaviour, product performance and market trends, leading to optimised inventory management and marketing strategies.

KocharTech, Bangalore – Business Development Associate (October 2023 – Oct 2024)

KocharTech is a leading Digital Transformation architect in SaaS solutions serving 500M+ customers globally.

Business Development Lead, KocharTech (Bangalore) (October 2023 – Oct 2024)
- Sourcing 5 new monthly sales opportunities through outreach and marketing in the UK, EU and APAC regions.
- Leading the sales pipeline development process as a single POC for $100K+ USD contract negotiations.
- Researching target accounts to maximise ROI, building prospect databases on the internal CRM, and identifying key decision-makers within target accounts.
- Responsible for account management of 5 key accounts.
- Teaming with channel partners across 3 regions to build a sales pipeline of $1M USD and closed 2 deals with a total value of approximately $400K USD.
- Performing frequent online product demos for international prospects.
- Liaising with the Co-founder, Sales VP and tech team to communicate client requirements for product alignment.
- Closely working with the marketing team to ideate and execute marketing campaigns on ICPs and personas targeted.

Marketing and Content Delivery Manager, Mamba {Multiple Clients} (Singapore) (September 2022 – October 2023)
- Analysing marketing data from 50+ campaigns to identify trends and enhance content strategies.
- Conducting market research on industry trends, consumer behaviour and competitor activities, influencing $500K+ USD in client decisions.
- Designing and executing surveys, questionnaires and focus groups, collecting insights from 1,000+ respondents.
- Preparing detailed market research reports and delivering actionable recommendations to 10+ clients.
- Collaborating with cross-functional teams to develop data-driven marketing strategies.
- Managing client relationships for 8 clients, ensuring timely project delivery and addressing all queries.
- Presenting research findings to clients through 30+ engaging presentations, webinars and written reports.

Content Delivery (Remote) (October 2020 – September 2022)
- Liaising with the CEO and tech team to communicate client requirements, budget and create proposals.
- Delivering precise content to 30+ clients based on research and strategically designed frameworks after briefings to generate $100K+ ROI for each client.
- Collaborating for branding and marketing strategies with clients to sell multiple micro products from $1K-$20K USD.

Digital Marketing Analyst, Blue Horizon Developments (Thailand) (March 2019 - March 2020)
- Designed email campaigns for Webmail, iOS, and Android, increasing client engagement by 25%.
- Created and executed customer-journey maps and email strategies across 40+ campaigns.
- Managed CRM and project management software, integrating 5+ departments from sales to operations.
- Monitored 6 websites across domains using Google Analytics and FullStory, identifying key areas for improvement and optimisation.

Business Development Consultant, Yoop Tech Ltd (United Kingdom) (December 2016 – May 2017)
- Developed user engagement strategies for a website and mobile app, leading to a 30% increase in lead generation.
- Designed ad campaigns and logos, securing 4 brand ambassadors to drive growth.
- Assisted in the initial phases of product development, including black-box testing, app optimisation sessions, and data analysis, supporting product and business development through 2 focus groups.

EDUCATION

2024-2025   Professional Certificate Program in Business Analytics and Generative AI at IIT Roorkee, India

2016 – 2018   Master's Degree in Entrepreneurship, Innovation and Management at The University of Nottingham, UK

2013 – 2016   Bachelor's Degree in Business Management at The Queen Mary University of London, UK

2005 – 2013   International Baccalaureate Diploma at The NIST International School of Thailand (Bilingual English & Hindi)

CERTIFICATIONS

- **Business Analytics & Generative AI** Professional Program, **IIT Roorkee**   **2024**
- **Python** for Business Analytics, **Simplilearn**   **2024**
- **SQL** for Database Management, **Simplilearn**   **2024**
- **Tableau** for Business Intelligence, **Simplilearn**   **2024**
- **Excel** for Business Analytics, **Simplilearn**   **2024**
- **ETL** for Data Extraction, Transformation & Loading, **Simplilearn**   **2024**
- **Mathematical Optimisation** for Business Problems, **IBM**   **2024**
- **Maths Essentials** for MBA, **Imperial College London**   **2020**
- **Google Analytics** Advanced, **Google**   **2019**