

# ABHISHEK BAGUL

## BUSINESS ANALYST

### CONTACT

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### EDUCATION

2022 - 2024

IIM VISAKHAPATNAM

- MBA (Marketing & Analytics)
- CGPA: 2.52/4

2016 - 2020

PICT, PUNE

- B.E. (EnTC Engg.)
- CGPA: 7.35/ 10

### CERTIFICATIONS

- Certified Business Analyst
- Certified Product Manager
- Mastered Excel and PowerBI
- Python for Machine Learning

### SKILLS

- Critical Thinking
- Teamwork
- Time Management
- Leadership
- Effective Communication

### LANGUAGES

- English
- Marathi
- Hindi

### PROFILE

I am an MBA graduate with a passion for data analytics, skilled in programming and data visualization tools. I have experience transforming raw data into actionable insights to support informed decision-making. I specialize in data visualization, statistical analysis, and predictive modeling. I excel in problem-solving, critical thinking, and communication, ensuring successful project outcomes and effective team collaboration. In my free time, I enjoy watching K-dramas, playing various games, and going to the gym, which serves as a great stress buster for me.

### WORK EXPERIENCE

- Times Innovative Media Ltd. (BCCL)** JUN 2024 - PRESENT  
Revenue Manager - Corporate Airports West - Mumbai
  - Managing all OOH Media (Digital, Static, Promotions, and Activations) for **9 International Airports**, serving various clients and generating a monthly average of **80 Lakhs in revenue**
  - Received recognition for **150% target achievement** for October 2024, bringing **1.5 Crore in monthly revenue**
  - Ensuring seamless execution of a variety of campaigns by effective planning & timely coordination with operations, design, and finance verticals
- Sodexo India** Apr 2023 - May 2023  
HR Operations Intern
  - Designed a model to keep track of all compliance-related issues for licenses across Sodexo's 100+ sites throughout India, by presenting it in the form of a dashboard for management using Power BI
  - Developed guidelines for deploying the model in the info. system
  - Analyzed operational data to identify areas for improvement

### PROJECTS

- IT Infrastructure Analysis for ABPS**
  - Analyzed ABPS's IT infrastructure, identifying challenges and competitive advantages. Recommended implementing a centralized database and analytics tools to optimize Pharma 4.0 operations using IoT-based processes.
- Car Insurance Data Analysis**
  - Designed dashboards using Power BI and Tableau to analyze consumer behavior in car insurance claims by income, age, and profession. Identified critical issues and provided actionable solutions to enhance customer retention and streamline operations.
- Face Recognition Module Development**
  - Built a real-time face recognition system using Python, OpenCV, and Raspberry Pi. Integrated it with a database for dynamic analysis and real-time decision-making through facial recognition algorithms.