

Aakash Trivedi

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PROFESSIONAL EXPERIENCE

Assistant Manager – Kazo Fashion Pvt Ltd	Operations	Apr'18 to Present
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Inter-departmental PMO Initiatives

- Planned the right product mix and **worked with the merchandising team** to ensure availability of the merchandise at the stores for over 40 EBOs and more than 100 SIS
- Defined a criteria for maximum shelf-life for a product category at a store, and **ensured that the planning and operations teams follow the criteria**, resulting in an **overall increase of 12% in the sell-throughs**
- Coordinated with the marketing team** for targeted marketing of slow-moving product on social media
- Worked with Finance team to automate Financial MIS reporting process using Python and SQL

Business Intelligence & Analytics

- Identified cross-sell opportunities using Association Rule Mining with Python, and organised training workshops with the sales team, resulting in a **20% increase in Average Basket Size**
- Formalized & improved store KPIs and devised a new incentive structure for the sales staff which **increased the target achievement by 10%** in the first month, and also **contributed to the rise in ABS**
- Created a **dashboard using SQL, Python and Excel** to monitor daily, weekly and monthly movement of sales

Business Development Executive – Chemtron Analytical Instruments Pvt Ltd	Business Development	Jul'15 to Jun'16
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- Appointed distributors in 2 key markets** (Andhra Pradesh and Madhya Pradesh) for Minitüb products
- Ensured on-time dispatch of equipment, and **coordinated with the supplier** for smooth and timely delivery to various **clients and distributors across India**. Since production facilities are located in Europe, this was an essential part of business development.

Qualification	College/ University	Year
PGDM - Finance	IMT Ghaziabad	2018
B.E. – Electrical & Electronics Engineering	Birla Institute of Technology, Mesra	2015
XII	Bal Bharati Public School/ CBSE	2010
X	Bal Bharati Public School/ CBSE	2008

INTERNSHIPS & PROJECTS

Apollo Research & Innovation (ARI) A Division of Apollo Hospitals Enterprise Ltd.	Apr'17 – Jun'17
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Business Incubation in Healthcare

Project Brief:

- Developed **4 business model** options which included collaborations with **potential strategic partners**
- For the potential business model options, detailed out the **roles and responsibilities for the** partnerships while taking into account overall funding requirement
- Prepared the partnership **pitch decks** highlighting the value proposition to the potential partners

Short Term Project

McTranz Solutions Pvt. Ltd.

- Identified **sell-side acquisition targets** for IT/KPO by leveraging companies database and manager's contacts in the industry
- Utilized company profiling & segmentation and shortlisted key acquisition targets by performing interviews with senior management of the respective companies

POSITIONS OF RESPONSIBILITIES

- Core Member, Beta Gamma Sigma Committee, IMT Ghaziabad, 2016-18
- Part of the team that organised the cultural fest during graduation in 2014

ADDITIONAL INFORMATION & CERTIFICATIONS

- Worked with Project KHEL (an NGO focussing on imparting life skills to underprivileged children) for the Sustainability & Social Responsibility course for a span of 5 months (Oct'16 – Feb'17); finished in the **top 8 out of 74 teams** (based on impact created)
- Campus Finalist**, IMT Ghaziabad, Infosys Ingenious – 2017
- Successfully completed **SAP ERP certification** using Global Bike Inc. 2.40 on SAP ERP 6.0 in Nov'17
- Successfully completed **Bloomberg Market Concepts (BMC)** certification in October 2017