



# Asitav Sen

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## About Me

Business Analyst in Business Transformation Team, Focussed on large scale digital transformation and data projects. Data Driven.

## Skills

- Data Driven Business Strategy
- Mathematical and Statistical Modelling (R)
- Predictive Modelling and Forecasting (R)
- Visualization, Dashboards and Web Apps (Shiny)

## Relevant experiences

**Business Analyst** / Kubota Holdings Europe, The Netherlands Feb 2024 - Present  
*LaNubia is a management consulting firm*

- Developed and implemented process documentation methodology across 4 European business units.
- Supporting Sales and AfterSales functions in pan-European ERP version upgrade.
- Coordinated and delivered successful user acceptance testing for time-critical system upgrade.
- Managed cross-unit activities across 4 business units and multiple entities to ensure timely delivery.

**Senior Consultant** / LaNubia Consulting, The Netherlands Nov 2020 - Present  
*LaNubia is a management consulting firm*

- Helped reduce outstanding of client (utilities industry), by >\$50M, by analysing data & recommending improvements
- Built automated pipeline for transforming data for client in construction industry , reduced efforts by > 90%
- Organised data driven workshop for client in FMCG industry; created data strategy aligned with corporate strategy- Built model to predict risks (machinery failure and customer default) for in-house product development
- Developed alternative methods of credit risk calculation (using survival analysis) for in-house product development

**Freelance Consultant** / Self Employed, India Apr 2020 - Oct 2021

- Helped client in non-profit to establish new line of data driven business to transform fishing industry in India

**Business Analyst (Strategy)** / OLX Group, The Netherlands AUG 2018 - NOV 2019  
*OLX is world's #1 (online) classified company*

- Segmented customer using advanced analytics; increased #visits by ~10% in 3 months
- Analysed data to present business insights to management and stakeholders, critical to strategic decision making
- Helped define OKRs and built enterprise dashboards for monitoring, reporting and analysis
- Researched potential of used heavy machinery trade in European Union, Russia, Brazil, India, Indonesia and US

**Senior Manager** / Tata Hitachi, Ranchi, India JUL 2007 - JUL 2016  
*Tata Hitachi is the largest manufacturer of Mining and Construction Equipment in India*

- Built strategic business plan (forecasting, sales, marketing, finance, infrastructure); increase Market share by 10%

## Education

**Master of Business Administration** JAN 2017 - MAR 2018  
**Rotterdam School of Management, Erasmus University, The Netherlands**

- Recommended new business model to Philips Avent for their breast pump business

**Bachelor of Technology (Mechanical Engineering)** JUL 2003 - JUN 2007  
**National Institute of Technology Silchar, India**

- Secured First Class. Instrumental in organising several first-time events

## Additional Experience

- Member of MENSA international (High IQ society)
- Led and completed Chadar Trek - wildest trek on Earth
- Rank holder in regional level **mathematics olympiad**
- Author and maintainer of 'KoboconnectR', **R package**, >2000 downloads in 5 months

**Nationality** Indian     **Languages** English, Hindi, Bengali and Assamese