



# Somnath Sudarshan Poddar

Spurred by my recent internship, propelled by 17+ years of experience, and steered by Masterschool's ongoing education.

Paris, France

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## Languages

Gujarati (Native)

French (Basic)

Hindi (Work Proficiency)

Bengali (Native)

English (Work Proficiency)

## About

Endures for knowledge and possesses a Growth Mindset as well as the qualities of patience, perseverance, and listening. With a curious mind and time management skills, seeks out every procedure. As an industrious student with an intellectual orientation toward future technologies and solid problem-solving skills, an evangelist of Industry 4.0. Curiosity, convergent and divergent analysis, intuition, and drive combine to make him a strong thought leader whilst maintaining a passion for grass-roots.

### BRANDS WORKED WITH

Abundance Incorporation

Adeo Services

Axis Bank

Citi

Enriched Incorporation

## Experience

### ● Business Analyst

Adeo Services | May 2022 - Nov 2022

Build and automate performance Dashboards, improve their relevance and use. Monitor the performance of implemented product projects. Contribute to the animation of the monthly analyzes on the Performance of the Range (leading approach with the best sales, Rate of the range sold, stock availability, digital distribution in stores, remains to be conquered, etc. Set up Analytical Operating Accounts on high-stakes Market families (activity monitoring, cost monitoring, etc.). Guarantee the quality and reliability of data, accept ongoing projects. Contribute to the measurement of progress and communication on other value creations at market level (customer satisfaction, purchase gains, omnichannel, positive products, etc.) Train/support teams in the use of Performance dashboards (PBI in particular). Prepare Product performance reviews.

### ● Center Director-Enriched Incorporation

Enriched Incorporation | Mar 2016 - Sep 2017

Franchise Business under enriched incorporation, successfully upskilling 97 students during the tenure with efficient administration of the Business, Marketing and Promotion of the company locally, and delivering results with harmony between the franchisee and the master franchiser.

### ● Business Leader

Abundance Incorporation | Jul 2015 - Jan 2022

Advisory and Investment in Mutual Funds.



### ● Manager Retail Assets

Axis Bank | Feb 2011 - Sep 2015

Home Loans, Loan Against Property, Auto Loan, Personal Loans.



### ● Assistant Manager

Citi | Feb 2007 - Feb 2011

Mortgage Location Head for CitiFinancial Consumer Finance India Ltd.

## Education & Training

2022 - 2023

### ● Masterschool, Israel

Post Graduate Diploma-Data Analyst, Data Analyst

2021 - 2023

### ● EPITA: Ecole d'Ingénieurs en Informatique, Paris,France

MSc. Degree , Artificial Intelligence for Marketing Strategy

- 2021 - 2023 ● **EM-Normandie Business School, Paris,France**  
MSc. Degree, Artificial Intelligence for Marketing Strategy
- 2006 - 2007 ● **Bhartiya Vidya Bhavan's, Mumbai, India**  
Post Graduate Diploma-Industrial Relations & Personnel Management,  
Industrial Relations & Personnel Management
- 2005 - 2007 ● **Saurashtra University, Gujarat, India**  
Master of Business Administration - M.B.A, Dual Specialization in Mar-  
keting and Finance
- 2002 - 2005 ● **Saurashtra University,Gujarat,India**  
Bachelor of Business Administration-B.B.A, Marketing & Human Re-  
sources