

**Name: Paras Bansal**

**D.O.B:** 12<sup>th</sup> January, 1991

**MBA Specialization:** Telecom (Systems & Finance)

**BE Specialization:** Electronics and Communication

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## Objective

Aiming to be associated with a progressive organization that gives me the scope to utilize my skill set efficiently and be a part of a team that dynamically works towards the growth of the organization.

## Academic Qualification

Qualification	Degree	Year	Board/University	Percentage	Division
Post-Graduation	MBA (Telecom)	2016	Symbiosis International University, Pune	74.50	Distinction
Graduation	B.E. (ECE)	2013	Thapar University, Patiala	53.00	Second
XII	HSC	2008	Central Board of Secondary Education	80.60	Distinction
X	SSC	2006	Indian Certificate of Secondary Education	94.00	Distinction

## Professional Experience

(8 months)

<b>Organization:</b>	Tata Teleservices, New Delhi		May 2016 – Present
<b>Designation:</b>	Deputy Manager	<b>Business Unit:</b>	Marketing (Prepay Usage & Retention)
<b>Responsibility Assigned:</b>	<ul style="list-style-type: none"><li>• Provide marketing head with Data Analytics for effective monitoring of revenue &amp; retention KPIs: Count Decay, Value Decay, Winback</li><li>• Achieve business objective by designing products, tracking MIS, customer usage data</li><li>• Analysis of subscriber behavior pattern on various parameters: Leg-wise MOU, Data usage, Handset type, Activity days, PRR</li><li>• Campaign management &amp; product launch operations for various circles</li><li>• Monitor campaign performance and increase the take rate of various offers</li><li>• Product evaluation &amp; analytics</li><li>• Revenue and churn calculation</li></ul>		

## Summer Internship

(2 months)

<b>Organization:</b>	U-Ton International Co. Ltd., Shenzhen, China	April 2015 – May 2015
<b>Title:</b>	Forming Business Plan and Strategy for entry into Indian optical fiber market	
<b>Key Deliverable &amp; Learning:</b>	<ul style="list-style-type: none"><li>• Analysis of the Indian OFC market</li><li>• Risk analysis and feasibility study</li><li>• Deciphering potential partners and negotiating with them to form a Joint Venture</li><li>• Designing and writing content for company's new website</li></ul>	

## Research Project

<b>Title:</b>	Management Consulting in India: Practices, Experiences & the Economic Impact
<b>Key Learning:</b>	<ul style="list-style-type: none"><li>• Factors that shaped the inception and evolution of highly coveted consultancies in India</li><li>• Role of Consultancies in value creation chain for its clients</li><li>• Working of consultancy industry with specific case studies of some top notch companies</li><li>• Contribution made by Consultancies to the economy and the job market in India</li><li>• Failures and shortcomings of Consultancy industry</li></ul>

## **Additional Courses during MBA**

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- 30 hours course on Information Storage and Management by EMC<sup>2</sup>
- Business Management Simulation using online software from CESIM

## **Assignments during MBA**

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- Business Analytics: Forecasting of sales using time series method in SPSS
- Product Management: Application of NPD and GTM strategy to a product (Solar Power Tent)
- Finance: Financial statement analysis of a telco: 'Bharti Airtel'
- MS Project: Develop a construction plan for a data center
- Telecom Regulations: Analysis of 2015 Spectrum Auction in India

## **Projects Undertaken**

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- MBA: Analysis of Information Security in Telecom sector
- MBA: Workflow of e-payments ecosystem
- MBA: Impact of SMAC on healthcare industry
- B.E.(Major): Maintenance of Tata Docomo BTS Sites at Tata Teleservices
- B.E.(Minor): Designed a charger for cell phones and various USB powered devices that utilizes solar energy

## **Skills and Expertise**

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- Tools: MATLAB, VHDL, IBM-SPSS, MS Project
- Certifications: ITIL V3 Foundation, BCMS Implementation ISO22301:2012, Revenue Assurance
- Others: MS Excel, Adobe Photoshop, Adobe After Effects, Adobe InDesign

## **Positions of Responsibility Held**

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- Class Representative of Systems and Finance(2014-16 Batch) at SITM
- Chief of Operations in Web 'N' Tech Committee at SITM
- Organizer of 'IMMOLATION': LAN Gaming event in Inter-College Festivals consecutively for 2 years

## **Extra Curricular Activities**

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- Regular participant and winner in inter-school and inter-university G.K. quiz competitions
- Executive member of events organizing committee in college
- Volunteer at blood donation camp organized by S.P.A.R.S.H at SITM
- Member of college football and volleyball squad

## **Hobbies / Interests**

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- Keen interest in football and an ardent Arsenal FC fan
- Fascinated by renewable sources of energy
- Reading novels