

Education

2009 – 2012 **BSc Jt Hons Physics & Philosophy, University of Nottingham - (2:1)**

Work Experience

Nexus Software

Sep 2013 – Dec 2019

Co-Founder, Tech Lead, Business Development

- Identified and successfully developed a business opportunity in the secondary software licensing market.
- Designed the business model using lean start-up principles. This enabled the business to pivot successfully after analysing feedback from customers. Developed the strategy, business objectives and business processes.
- Extensively used internal analytics and external sources (Google Customer Insights & Trends, Industry Journals, Competitor Data) to inform strategy and decisions.
- Created strong relationships with key decision makers in businesses, national distributors and suppliers.
- Developed and completed a campaign of identifying and directly contacting relevant businesses, which successfully increased the number of clients and led to a rise in revenue of 30%.
- Remotely developed a client base in the EU using creative solutions such as providing guarantees in the event of a license audit.
- Acquired the services of professionals and led them to deliver business objectives. Delegated tasks such as marketing, responses to customer inquiries, pre-sales and bookkeeping. Provided further direction as required and reviewed their performances periodically.
- Reviewed and routinely audited financial statements and plans, and dispersed funds accordingly.

Key Technical Skills

- **Excel:** Functions, Complex Formulas, Logical Operators, Excel Solver, Macros, VBA, Advanced Visualisation.
 - Built data models critical to business processes. Wrote VBA code that interfaced with the API of suppliers and integrated the data into the model. Used Excel Solver to model various profit and pricing scenarios. Automated repetitive tasks using macros and VBA.
- **Python 3:** Cleaned and transformed large anonymised customer transaction datasets. Used the dataset and the LightGBM framework to create a tree-based model to predict the probability of future customer transactions, given 200 predictors. Experience of using analytical and graphing libraries such as Pandas, NumPy, SciPy, scikit-learn and matplotlib.
- **R:** Used the extensive statistical libraries to manipulate, analyse and develop solutions to ISLR dataset problems. R code and results available to view in my Github.
- **Linux/mySQL:** Deployed LAMP stack locally and on cloud services to evaluate eCommerce solutions. Developed intermediate skills in SQL.

Languages: **English** (Fluent), **Hindi** (Proficient)