



Arvind Vijayan

E-Mail: x26arvindv@iima.ac.in Mobile: +91 8369160828 LinkedIn: <https://www.linkedin.com/in/arvindvj/>

Summary

Growth-driven strategy and analytics professional focused on data led transformation across technology, consulting, and BFSI sectors. Skilled in global stakeholder engagement, cross-functional leadership, and owning data end-to-end, from ETL to executive insight. Delivered measurable impact, growing advice-driven funding from \$30M to \$60M and cutting reporting turnaround by 90%.

Professional Experience

Associate-Strategy & Analytics | Morgan Stanley | Mumbai

- Led enterprise-wide stock plan revenue consolidation by integrating fragmented datasets and engineering automated pipelines that cut reporting turnaround from 2 weeks to under 24 hours.
- Shaped and executed marketing strategy for cash promo initiatives, using A/B testing to double advice-driven funding from \$30M to \$60M and strengthen consumer banking stickiness for max-rate checking accounts.
- Directed Path to Advice (P2A) analysis for stock plan participants, optimizing consumer targeting strategies to identify high-potential candidates for transition to Financial Advisors.
- Developed a "Top 100 Client" dashboard for the P2A team, translating complex E*TRADE and Shareworks data into actionable insights for the CAO and saving significant analytical time for leadership.
- Scaled the Strategy team from 4 to 40 members, leading talent acquisition and cross-functional integration to build organizational capability from the ground up.

Consultant-Technology & Transformation | Deloitte South Asia | Mumbai

- Led end-to-end development of 5 dashboards for Unilever Mexico, using ETL techniques to shift sales optimization tracking from weeks of manual pulling to live data access, enabling leadership to make real-time commercial decisions.
- Formulated data-driven regional growth strategy for Unilever Indonesia, analysing consumer reach and campaign performance to deliver recommendations that optimized marketing spend and aligned execution with regional business priorities.
- Engineered and automated 40+ critical data pipelines using Azure Data Factory and Databricks, recovering over 30 hours of engineering capacity per week to redirect toward high-value strategic tasks.
- Partnered with global cross-functional leadership to define analytics roadmaps, identifying operational bottlenecks and market opportunities to drive a data-first culture across international business units.

Analyst- Technology & Transformation | Deloitte South Asia | Mumbai

- Executed complex SQL queries to mine large-scale customer datasets, translating raw analytics into executive-level insights that informed high-stakes commercial choices and stakeholder positioning.
- Automated manual data-pulling processes into real-time reporting access, enabling agile, data-driven decision-making for business leadership.
- Conceptualized and deployed an internal conversational chatbot for enterprise clients like HSBC and Unilever, building a scalable self-service framework that streamlined knowledge management and cut response times.

IT Analyst | Emirates German Industries | Sharjah, UAE

- Led research teams analysing ERP market trends, using Python and MS Excel to extract insights that directly contributed to a 15% increase in market penetration.
- Engineered data pipelines on Azure, optimizing data ingestion and cleaning to significantly reduce preparation turnaround and ensure integrity across large-scale market research datasets.
- Translated complex technical findings into structured, executive-level presentations, helping cross-functional global stakeholders align product positioning and competitive strategy.
- Automated routine data processing and reporting workflows, eliminating manual bottlenecks to save the team an average of 10 hours weekly while enhancing operational efficiency.

Education

- **Meng Civil and Environmental Engineering (Integrated Masters) – University of Nottingham | England, United Kingdom**

Accomplishments and Awards

- Accelerated from Analyst to Consultant in 1.5 years based on strong performance in building data models, automating reporting processes, and resolving complex data integration challenges.
- Awarded the prestigious British Petroleum (BP) Engineering Foundation Year Prize in recognition of exceptional academic performance and analytical rigor within the engineering cohort.
- Awarded 2016 Engineering Peer Mentor of the Year at the University of Nottingham for guiding junior students through rigorous technical curriculums, providing structured academic strategies and actionable advice for university success.

License & Certifications

- Dataiku Core Designer Certificate
- Google Data Analytics Specialization (Coursera)
- Microsoft Certified: Azure AI Fundamentals (AI-900)
- Microsoft Certified: Azure Data Fundamentals (DP-900)
- Microsoft Certified: Azure Fundamentals (AZ-900)
- Data Analysis with R Programming (Coursera)

Co/Extra-curricular

- Placement Vertical Head (Technology), PGPM: Leading recruiter engagement and opportunity creation for 150+ students.
- Parisar Asha: Volunteer, contributing to education and welfare initiatives for underprivileged communities in Mumbai.
- Giving Back Movement: Actively volunteered with underprivileged schools and old age homes through Morgan Stanley's community service program.