

Anjanita is a dynamic result oriented professional with blend of Data Science, Analytics Consultancy, Business Analytics, Data Engineering and project & people management experience comprising of 17 + years from project scoping to entire execution, in several successful shared services organizations in India in Technology, Communication & Media, Consumer Goods, CPG, Retail, Travel, Hospitality & Material, Logistics, Energy & Utility sectors.

Anjanita has global experience in-terms of developing and implementing marketing communication, Marketing Mix Modeling, 360-degree unified view of customers, different types of predictive modeling (Churn Analysis, next most logical product etc.), and business solutions across different domains.

Anjanita also has rich experience in formulating and implementing light listening, deep listening, loyalty analysis, competitive landscape analysis & sentiment prediction models using Social Media data for different brands/domains. She also has extensive expertise in solving business problems related to Marketing Media spend as well as channel optimization, Revenue Management etc.

She has rich experience in end-to-end supply chain process (inbound as well as out bound) starting from Demand Forecasting to Inventory Optimization to Dynamic stock replenishment. Helped many organizations to enable End - To - End Digital Supply Chain process including Order to Cash cycle optimization. Also has expertise on optimizing Order- to-Cash cash flow cycle, dynamic stock replenishment, automation in order management.

She has proven record of accomplishments of setting up new processes & procedures & nurturing the fresh talent into specialist. Being a Trusted Advisor, she brings into table thought leadership & strategic initiatives with cross-functional teams.

Her academic achievement includes an Engineering Degree from Indian Institute of Engineering Science and Technology(IEST), Shibpur in 2001, with an MBA from EMPI Business School, New Delhi in 2005.