Yo!

idealanalytics

Sanjoy Chatterjee

Director of the Board and CTO of Ideal Analytics Solutions

"Think, Think-on, continuously..."

Sanjoy is better known as a technical guru among his peers and followers. A rare blend of Science & Arts differentiates him from the rest as a renowned personality. He can depict solution architecture suitable as per business need. After completing his M.Tech from IIT Kharagpur, he went on to become a senior consultant at TATA technologies. From there onwards, he gained ample expertise as a project manager.

However, his true ingenuity came to the forefront when he decided to launch his own company, Ideal Analytics Solutions. It provides self-service analysis tools, which helps business users discover facts in their data enabling them to work independently and take accurate business decisions. Over the years, the company has created a name for itself, with more than 20 enterprise clients and over 2000 cloud customers.

? **Please provide a brief overview of your product/ service**

Ideal Analytics provides proactive business suggestions using business rules and advanced statistical & data mining techniques.

Business Insight – Ideal Analytics provides insights of the business scenario, critical metrics & KPIs through interactive dashboards and ad-hoc exploration.

Business Exceptions – Ideal Analytics allows users to define rules and benchmarks related to business exceptions, abnormalities or anomalies. Ideal Analytics prediction & forecasting engine along with the real-time messaging infrastructure will identify the patterns and reports back to the user.

Business Guidance – The intelligence engine runs in the background and keeps on refining the hidden parameters and discovers known / unknown patterns relevant to the business outcome.

? What inspired you to build the above product/ service?

There were not many state-of-the-art India-made i-products vying for the Global market. We foresaw the business is going to grow digital and analytical in the future. Analytics could not transgress the R&D design boards into brass-task business. That gap excited us to build our product

? What is your life mantra?

Candle in the wind!

? What was the most challenging part of your journey till now?

How to make an Indian product start its journey from Europe, hit the global market, and then come back to India.

We wanted to treat the reverse model (global-to-local) as a new mode.

? How did you overcome those challenges?

Zero-Cost-Marketing approaches with partner inter-dependence.

? Share some details about the investments that you have been able to fetch for the business till now.

No external investment used so far. Learn to grow with the customers.

? How do you protect yourself from the problem of Brain Drain?

We have ZERO attrition because of our flat hierarchy and innovative valorization of the team members – We are a team, not employees.

? According to you, what are the three qualities an individual must have to achieve success?

Zeal for Innovation – Respect Failure – Never Satisfied

? Which online tools/ services/ apps do you use the most and would like to recommend as well?

Ideal Analytics

? Share any one habit which you think makes you more productive.

Challenging each other (within the team).

? **Share any one habit which you wish to change in yourself.**

Too much restlessness for changes.

? **Answer in less than 50 words**

• One tip to success:

Incessant dissatisfaction

• One mistake you believe every individual must avoid:

To leave the track when faced with a hurdle.

• One most important lesson that you have learnt till now:

The loyalty of Smart Individuals working in a dedicated collective.

? **What are your plans for next 3 years?**

Changing…

? **If you get a chance to start your career again what would you do differently this time?**

Deep Ocean Navigator

? **What are your top three getaway destinations?**

Andaman, Burma & Horn of Africa

? **What are your top three getaway destinations?**

"Bhabo, Bhabo, Bhaba Practice Koro…" [Think, Think-on, continuously…] – (*Ritwik Ghatak*)

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