

RAHUL DAS

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Professional Summary

Revenue Assurance and Financial Analytics professional with **19+ years** of experience across DTH, OTT, telecom billing, customer lifecycle management, financial reconciliation and technology. Currently Deputy Manager, Data Analysis, Finance & Accounts at Dish TV India Ltd, managing high-volume payment reconciliation, Revenue controls, billing validation, MIS and executive reporting. Experience includes validating up to **35 lakh** tertiary transactions, approximately **₹107 crore** in tertiary transaction value, approximately **₹115 crore** in primary distributor transactions, and reconciliation activities involving approximately **30,000 distributors across 24 circles**. Combines telecom and financial domain expertise with SQL, Excel, Power BI, automation and practical application of Generative AI, including Claude Skills, RAG, MCP integrations, custom GPTs, Gemini Gems and multi-agent validation workflows.

Core Competencies

Revenue Assurance • Financial Reconciliation • Revenue Leakage Detection • Billing Validation • Payment Reconciliation • Billing Assurance • Financial Controls • Audit & Exception Management • Root Cause Analysis • Revenue Analytics • Forecasting • AOP vs Actual • Variance Analysis • Revenue MIS & Executive Reporting • DTH • OTT • SVOD/TVOD Services • CAS Invoice Validations • Provisioning • Tariff Validation • SQL • Excel • In-house BI Tools - MS Access • Process Automation • Generative AI • Claude Skills, Artifacts, Co-work and Code • Agentic Solutions Workflows • RAG • MCP • Custom GPTs • Gemini Gems • Vibe Coding to Apps using AntiGravity, AI-Studio, Lovable, Codex

PROFESSIONAL EXPERIENCE

DISH TV INDIA LTD, NOIDA

Deputy Manager, Data Analysis, Finance & Accounts | 23 Jul 2011 – Present

Promoted to Lead position in 2024

- Lead end-to-end EPRS payment and balance assurance covering bank entries, DS wallets and customer-level transaction flows across primary, secondary and tertiary reconciliation for approximately **30,000 distributors across 24 circles**.
- Validate up to **35 lakh tertiary transactions, approximately ₹107 crore** in tertiary transaction value, and up to approximately **₹115 crore** in primary distributor transactions through daily, monthly and quarterly audits.
- Manage tertiary reconciliation, distributor invoicing and billing validation, payout processing, commission provisioning, wallet ageing MIS, transaction escalations and reconciliation outputs supporting SAP financial posting.
- Built AI-assisted reconciliation and audit workflows using Claude Skills, connectors, RAG, MCP integrations and parallel validation agents to validate source data, transaction flows and derived closing balances.
- Developed a four-agent parallel EPRS validation workflow covering source authentication, flow validation, reconciliation and final reporting, reducing manual effort by approximately 24 hours during monthly and quarterly audit cycles.
- Built Claude Skills for daily validation of dunning, processing fees, billing and reconciliation, generating exception summaries and identifying errors or potential revenue leakage, saving approximately 6 hours per run.
- Automated CAS invoice validation by extracting and structuring data from PDF, image-based, Markdown and CSV inputs and reconciling results against source-system records, reducing approximately 6 hours of manual effort per monthly cycle.
- Created an AI-assisted executive reporting workflow that consolidates and validates inputs from 18 product and KPI data sets, identifies gaps and produces weekly and monthly management presentations, reducing preparation effort by approximately **4 days**.

- Lead financial and billing validation for the Fliqs digital content product under the Watcho OTT platform, covering billing provisions, tariff/product UAT, CAS validation, content-provider payouts, collection-versus-billing reconciliation, forecasting, leakage identification and package dunning validation.
- Produce **AOP** vs Actual, revenue, variance, performance and ad-hoc MIS for the CFO, Revenue Head and senior management using Excel, SQL, MS Access and AI-assisted dashboards and presentations.
- Led post-merger revenue assurance and payment-system migration activities, reducing financial discrepancies by **60%**; also improved forecasting accuracy by **30%**, reduced reconciliation discrepancies by **70%**, shortened monthly close by **2 days**, and reduced unactivated stock by **25%** through stronger controls and analysis.
- **Supported ISO 27001** activities for Finance & Accounts, including risk assessment, compliance and audit-readiness requirements.

BHARTI AIRTEL LTD

Ops Specialist, Customer Lifecycle Management | Apr 2007 – Jun 2011

- Managed revenue-focused customer lifecycle initiatives, improving retention by 12% and ARPU by 15% for targeted segments.
- Designed and analysed campaigns across IVR, USSD, SMS, WAP and VMS, improving campaign ROI by 23%.
- Developed segmentation and performance analysis using customer usage and demographic data; supported revenue planning, campaign analysis and revenue-risk identification.

Executive | Dec 2003 – Mar 2007

- Managed customer account creation, service provisioning and billing activation across telecom services.
- Validated provisioning, tariff and VAS configurations to prevent billing errors and potential revenue leakage; reduced billing escalations by approximately 12% through improved provisioning-to-billing traceability.
- Performed Switch-to-ARBOR reconciliation to identify discrepancies between usage and billing records and supported KPI, CTQ and regulatory reporting.

SNAZ TECH INDIA LTD Tester | Dec 2002 – Nov 2003

Performed functional, compatibility and performance testing for ewallet, e-commerce and CRM Apps.; identified and tracked 150+ serious software defects.

Trainings

- Trained in Java, Web application development and SQA/Testing methodologies from IBM school of enterprise wide computing facility, Hyderabad.
- Participated in GB project in Customer cancellation refunds & action project tracker module at Bharti Airtel Ltd, Delhi.

Certifications

- IBM Certified Ace Developer.
- Brain-Bench certified in MS Excel, Software Testing.
- Professional Diploma in programming and Applications from PAT

Projects

Revenue Assurance Control Tower | OTT / Subscription Revenue- Built an AI-enabled prototype to monitor subscription, billing, payment and settlement flows, automate reconciliation, identified revenue-risk exceptions and support root-cause analysis.

AI-Powered Reconciliation Copilot | Financial & Revenue Assurance- Developed an AI-assisted reconciliation solution to standardize multi-source transaction data, classify mismatches, prioritize financial exceptions and generate investigation recommendations.

OTT Subscription Revenue Leakage Detector | DTH / OTT- Designed an automated control framework to detect failed-payment activations, duplicate charges, billing-after cancellation and payment-to-activation mismatches, with AI-assisted revenue-risk in.

Selected Publications

- Author , *The Illusion of Conscious AI*
- Author, *One Reality Two Paths*

Education

- Bachelor's Degree in Mathematics & Economics, Utkal University
- DOEACC 'A' Level, Advanced Diploma in Computer Applications
- DOEACC 'O' Level, Diploma in Computer Applications
- IBM Certified ACE Developer | Technical training in Java, Web Apps. Development, Software Testing