

# **RUPIKA GUPTA**

## **Team Lead (Business Analyst)**

**+91-9899485333, [rupika92@gmail.com](mailto:rupika92@gmail.com)**

5.5 years of experience in Lending (Credit Card - Banking, Wallets), Healthcare, Retail and Manufacturing domains and worked on analysis of the various business operations; with strong communication, analytical and adaptive skills. Keen interest in Data Management, Database Modelling and Visualisation.

**Tools:** Hive, Redash, Spyder 4 (Anaconda), Microsoft Office, JIRA, Tableau, Power BI, Google Data Studio, Power Pivot, WinSCP, SAP BI, PL/SQL Developer, Dynatrace, Ignite, CA ServiceDesk, ServiceNOW, GitHub, Notepad++

**Languages:** SQL, Python, BigQuery

## **PROFESSIONAL EXPERIENCE**

### **Paytm Payments Bank (May'21-Present) - Finance Domain (Wallets Team)**

#### **Team Lead - Business & Growth**

- Planning and executing activation (for dormant wallets) and spends campaigns based on wallet load data of the audience and study which includes spend pattern and analysis.
- Analysing and creating optimised segments to target audience based on the different pay modes (UPI, Net Banking, Debit Card, Credit Card etc. load, and merchant wise split (3P, Onus, Offline, P2P, P2B)
- To check and analyse the money load trend on the basis of geographical locations, and on customer segments like load decile, transaction decile, payment mode and category wise spends.

### **Paytm (May'20-Apr'21) - Finance Domain (Lending Business, Credit Risk)**

#### **Team Lead - Business Analyst**

##### **Roles and Responsibilities:**

- Planning and executing acquisition, activation and spends campaigns based on 30mn audience and study which includes spend pattern and analysis.
- Created GDS dashboard for MIS to track card applications, issued card spends, approval rate and MCC distribution, using BigQuery.
- Analysing and creating optimised segments to target in the campaigns to give maximised CTRs basis users' spends patterns and interests.
- Carried out the whitelisting process for lending business, which is to get the users eligible to get a card from our partner enabled for applying for the card.
- Being a point of contact for the stakeholders, carried out requirement analysis and project management work.
- Analysed campaigns' performances to figure out what changes are required to improve business.

### **Tata Consultancy Services (Feb'16-Apr'20)**

#### **Systems Engineer**

##### **Account Title: Apple Inc.**

##### **Role and Responsibilities:**

- Developed SQL scripts for the various apple products being added to the company's inventory.
- Used to read a flat file (Excel) or take up the data from SAP using the SQL code and add the data to the database using the scripts that we developed.

##### **Account Title: Aptiv (Manufacturing Domain)**

##### **Roles and Responsibilities:**

- Responsible for creating, debugging reports and providing accesses using and on the tools like Tableau, Qlik-sense, BI4.2.
- Research on the trends of KPIs of the projects, Spend Analysis of the company using visualising tools like Tableau.

##### **Account Title: Humana (Healthcare Domain)**

##### **Role and Responsibilities:**

- Backtracking and analysing the database errors by writing SQL scripts and correcting them.
- Used CA ServiceDesk to log and modify incidents, change requests, service requests.
- Worked on projects in Agile and Waterfall methodology and well-versed with all stages of Software Development Life Cycle (SDLC).

## **EDUCATION**

- B. Tech (Computer Science) from UPTU in 2015

## **AWARDS AND HONOURS**

- On The Spot Award, TCS, Q3-2017

## **CERTIFICATIONS AND COURSES**

- Completed a course on Effective Dashboarding via Google Data Studio by Jatan Shah (a Microsoft Certified Trainer)
- Completed a basic and advanced course on Power BI by Maven Analytics