RICHA NEMA

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EXPERIENCE

Mu Sigma Business Solutions Pvt. Ltd., Bangalore

- More than 1.5 years of experience in Data Analytics, designing high impact solution for Fortune 500 companies
  Work experience : Jun'19 - Present

PROJECTS

A/B Testing

- Facilitated data-informed decisions for UI/UX team to optimize the impact of design experiments through statistical hypothesis testing.
- Key Features: Multivariate analysis, Predictive analysis

Pre/post Analysis

- Performed Pre/Post analysis for assessing impact of intervention on certain pages in website.
- Key Features: Google's Causal Impact model

Business Profitability Analysis

- Identified current state of a business section in regards to profit and the reason behind declining YOY profit even when sales is increasing
- Key Features: Customer segmentation, Product price point bucketing

Website Analytics

- Identifying most preferred web path to optimize website features Calculating monetary value of different website components
- Key Features: Campaign Measurement, Traffic, Conversions, Flow visualization

Marketing Campaign design and measurement

- Helped the marketing team in creating new campaigns and selecting appropriate audience Post campaign measurements to understand impact of the campaigns
- Key Features: Customer Segmentation, Measurement and Attribution, Predictive Analysis

Customer LTV decay prediction

- Created a framework to predict the customers LTV (Gross order Value) for coming one year. Calculated the decay where absolute Lifetime value was less than predicted
- Key Features: Linear regression

Driver Analysis

- In order to understand the conditions which could cause a review to occur, we ran different models to select features which are driving the review. These features are weighed and ranked based on their importance.
- Key Features: Feature selection, Linear regression, Random Forest, Recursive Feature Elimination

EDUCATION

B.E,Mechanical Engineering(2015-19)
IET DAVV Indore-GPA:6.8/10

School
Little World School,Jabalpur

- Class XII-89% (2014-15)
- Class X-GPA:9.8 (2012-13)

SKILLS

Languages: SQL R

Skills: Statistics Excel Power point

ACHIEVEMENTS

Spot award

- Secured spot award for excellence in Nov'20

Project Management

- Client facing point of contact for A/B testing projects

Problem solving and Design thinking

- Recognition for business development by pitching in ideas to clients with prototype frameworks and road maps

EXTRA-CURRICULAR

Organizer of AAKSHANK

- Core committee member of AAKSHANK '19 (Central India's largest Cultural Fest)

Public Speaking

- Former member of Toastmasters club

Theater Society

- Participated in theater plays and street plays during graduation. Member of organisation's Drama Club

Basketball League

- Played as a part of University Basketball Team