**SUMMARY**

Experienced Business Analyst seeking an opportunity in Analytics practice that allows for innovation and application of latest machine learning techniques and tools. Skilled in creative analysis of enterprise level data to provide strategic and actionable insights to business stakeholders in decision making

**CORE COMPETENCIES**

|  |  |
| --- | --- |
| * Statistical Data Analysis
 | * Python
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| * Statistical Modelling
 | * SQL
 |
| * Time Series and Forecasting
 | * MS Office Tools (Word, Excel, PowerPoint)
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**EXPERIENCE**

**Meredith India Services Private Limited** Dec ‘19 – Present

**Role:** Analyst

**Website traffic Management**

Analyze website analytics in order to make recommendations to improve overall website performance with the goal of increasing online traffic

Build tools and frameworks which can scrape data without much developer intervention development.

* Provide insights on data related to web traffic, bounce rates, funnel performance, conversion rates and any other website related activities
* Gather and analyze data to prepare reports and introduce process improvements throughout the reporting process
* Apply knowledge to fetch data from multiple online sources and cleanse it
* Implement automation process to increase efficiencies to various processes
* Utilize existing knowledge and customer bases to build models in order to increase online web-traffic
* Help maintain company’s data assets and build custom databases

**Aegis Global Ltd.** Jun‘19 – Dec’19

**Role:** Infor and Timekeeping Business Analyst

**ERP System Development**

Ensure timely development and ongoing maintenance of Company-wide ERP system completely

* Assist projects related to Company’s ERP and product support
* Implement ERP process to increase efficiencies
* Utilize existing knowledge and customer bases to test the ERP layout to make sure the system effectively meets the corporation’s needs
* Gather customer statistics and utilize the data to plan new processes or make recommendations

**Affine Analytics Pvt. Ltd.** Aug ‘18 – Present

**Role:** Business Analyst

**Revenue Prediction and optimization**

The objective was to predict title level box office and home entertainment revenue for the year 2019 for one of the top production studios worldwide and maximize overall revenue given a marketing spend constraint for the calendar year

* Financial factors like revenue, marketing amount spend and production budget for each historical movie titles were provided by the client
* Movie level metadata like actor, director information, genre, runtime, MPAA rating, franchise, Trailer information like trailer window, trailer sentiment, etc. were scraped from external internet sources
* Feature engineering was performed on the available data and were selected based on EDA, VIF, significance and business intuition
* BO revenue and HE revenue were predicted using log-log model for better interpretability. Our final model had an accuracy of 76% with a train-test consistency level of 2%
* Overall revenue was maximized by summing up the BO and HE revenue model as objective function and applying constraints on overall spends. Our optimizer was able to show an overall revenue which was 0.03% less than the revenue achieved with an overall marketing spend of 37% less

**Role:** Intern

**Parallel Scheduling of Test Scripts**

* Achieve uniform resource utilization (with dependency constraint) to minimize downtime by implementing parallel scheduling algorithm for company’s testing services domain
* Uniform resource utilization was ensured during runtime and reduction in overall finish time is observed after implementation of new algorithm. Time is reduced by 82%, attaining higher efficiency
* Task/project was a success in understanding this and that and affine offered me a full time role at their organization

**Chetna Forums** Dec’17 - Jan’18

**Role:** Research Intern

* Proof of Concept (POC) Analytics on U.S. retailer transaction level data
* Performed retail analysis and determined forecasting for top 5 products in Kroger using private label transactions
* Used SQL for data manipulation and excel for performing analysis on the aggregated data
* Used excel and tableau to visualize the data and forecast the demand depending on the past trends in the data
* Various Forecasting models created using Multi Linear Regression, Holt –Winters Smoothing Model, Random Walk Model, Exponential Model, ARMA model and Naïve Forecast Model for the first 20 weeks
* The last four weeks data was used for validating the data; the model with the least RMSE was used to forecast product demand for next four weeks
* **Rastriya Chemical Fertilizers, Chembur Mumbai**

Jun’17 – Jul’17

**Position of Responsibility:** Summer Analyst

* Studied the Ammonia-1 Plant and learned about the various types of chemicals and machines used in manufacturing of Ammonia
* Analyzed different types of machines used for manufacturing of Ammonia and learned the safety measures in the plant
* **Indian Institute of Technology Roorkee**

Jun’16 – Jul’16

**Position of Responsibility:** Summer Analyst

* Learnt about methods to achieve low levels of total phosphorus required in wastewater treatment plant effluent by the removal of all chemical forms of phosphorus (organic phosphorus).
* Explored the relationships between dissolved organic matter and organic phosphorus and methods of removing organic phosphorus from wastewater
* Checked the current limitations of pH simulation in the wastewater treatment process.

**ACADEMIC QUALIFICATION**

**Bachelor of Technology (Honors)** in **Chemical Engineering** Jul’14 – Jun’18

Harcourt Butler Technological University, Uttar Pradesh, India- 59%

**Intermediate**

La Martinier Girls College, Lucknow-88% Apr’12-Mar’13

**HighSchool**

St. Agnes’ Loreto Day School-90.4%