

WORK EXPERIENCE (5.11 YEARS)	
<div>Rakuten India<span style="float: right;">Aug'19-Present</span></div>	
<b>Business Analyst- II</b>	<ul style="list-style-type: none"> <li>Understand the problem, Collect, prioritize and communicate Product Requirement and features for developing <b>Learning Management System and Innovation Management System</b> with the key stakeholders (Customers, Partners, Leadership team).</li> <li><b>Create and Deliver</b> actionable insights on <b>Financial and Clickstream Data</b> for Rakuten Ichiba and Rakuten Rewards.</li> <li><b>Create Objective Key Results</b> process using BPM tool- <b>Bonitasoft</b> which creates alignment and engagement also helps in tracking the progress of the measurable goals.</li> <li><b>Designed</b> an <b>Outlier Detection Dashboard</b> for the CFO team analyzing the trends, patterns, ratio identifying irregular entries in revenue causing inconsistency in seasonality and business plan.</li> <li><b>Deliver</b> insights on active network sleeping cells for Rakuten Mobile Platform and proposed to build <b>Predictive Sleeping Cell Detection Framework</b> which enables to raise alarm and avoid <b>Service Outage</b> with service provider's NOC.</li> <li><b>Design and Create</b> UI/UX sensibility that can create, review and comment on mockups, wireframes and UI prototypes.</li> <li><b>Create</b> Product Goals and its roadmap and deliver goals in line with product vision by doing research industry trends, viability and opportunity, Competitors offering and the customer needs and value chain.</li> <li><b>Develop and prioritizes</b> the backlog of user stories for the <b>Scrum team/PMO group using Kanban</b> and ensures the highest priority works gets done first.</li> <li>Worked alone with <b>Chief Information Security officer</b> on designing Business Process Model using BPMN, UML diagrams for Least privilege process, critical reporting and data privacy reporting for <b>Rakuten India</b>.</li> <li><b>Conduct</b> Sprint reviews, Demo meetings and accepts and rejects of user stories, re-prioritize the backlog on changing business area needs and priorities.</li> <li>Work closely with the development team and perform <b>UAT</b> to support and <b>identify the root cause and submit RCA report</b>.</li> </ul>
<div>Amazon India<span style="float: right;">Nov'14-Aug'19</span></div>	
<b>ML Data/Business Analyst</b>	<ul style="list-style-type: none"> <li><b>Developed</b> dashboards for metrics and <b>KPI's and OKR's</b> to be presented to a group of Stakeholders from <b>UK, US, CA</b> daily, weekly by creating a centralized dashboard in OBIEE and tableau to help them drive operational metrics while eliminating the dependency on multiple manual reports.</li> <li><b>Created Dialog Delegation and Management Dataset</b> using <b>Sentimental Analysis</b> for <b>Alexa Skills</b> enabling the skills to capture and invoke negative and positive response from the dataset.</li> <li><b>Streamlined</b> the feedback mechanism by creating an internal audit team in <b>MAA and HYD</b>, decreasing the wait time for feedback from <b>3 to 1 day</b>.</li> <li><b>Increased</b> productivity by <b>35%</b> for the operations team, introducing new feature and reducing the steps taken to process a data. Enhancements provided were successfully for multiple marketplace and sites.</li> <li><b>Developed and Implemented</b> blind pass auditing quality framework for audit team to analyze and bridge the knowledge gap for labeling the data sets which increased the quality of the data from <b>83% to 98%</b></li> <li><b>Analyzed and Implemented</b> auto labeling mechanism for annotating 50+ words, resulting in 6 head count saving and reduced the <b>Word Error Rate</b> from <b>13% to 7%</b></li> <li><b>Implemented</b> quality framework to declassify and add facts to the training data sets, which resulted in improving the data quality from <b>91% to 96%</b> and helped the Linguistic engineers to develop skills to support declassified data</li> <li><b>Developed and Implemented</b> a Defects Categorization tool using java for <b>MAA, HYD sites</b> which reduced the manual effort of categorizing the associate defects, resulting in 4 head count saving.</li> <li><b>Built and Implemented</b> a Process Knowledge Tool for the Training team to evaluate the understanding of new hires for Ops team reducing <b>paper usage by 100%</b>.</li> <li><b>Simplified</b> the processing of labeling the data sets by introducing multiple key actions, resulting in eliminating non-value-added steps by 50% and reducing Average handling time from <b>11 to 5 minutes</b>.</li> <li><b>Performed</b> regression and repetitive testing exercises to qualify builds without compromising on quality.</li> <li><b>Developed</b> a bulk upload module for kindle series books, resulting in reducing the manual upload time from <b>30 minutes to 6 minutes</b>.</li> </ul>
<b>SKILLS</b>	
<b>Technical Skills</b>	<ul style="list-style-type: none"> <li><b>Programming Language:</b> Python, Java</li> <li><b>Business Intelligence:</b> PowerBI, Tableau, Advance Excel</li> <li><b>Product Design:</b> VISIO, Balsamiq</li> <li><b>Management Tools:</b> Confluence, JIRA, Trello and Kanban</li> </ul>
<b>EDUCATION &amp; CERTIFICATIONS</b>	
<b>Education</b>	<ul style="list-style-type: none"> <li><b>Bachelor of Technology</b> in <b>Information Technology</b> from <b>Rajalakshmi Institute of Technology</b> with CGPA <b>6.2/10.00</b> (2010-2014)</li> </ul>