RITIKA DAS

**Business Analyst**

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# SUMMARY

A highly motivated individual, with excellent verbal and written communication skills and Analytical thinking. Strong understanding of the business problem, processes, and implementation challenge to continuously enhance the value to the business. Involved in end to end delivery including requirement gathering, solution design, data management and work proactively to ensure the highest quality of customized experience to the customers.

# EXPERIENCE

**Technical Support Engineer**, Teleperformance *Mar 2018 - Present*

* Analyzing and evaluating Adobe Analytics reports, to educate B2B customers and resolve segmentation, implementation and data visualization issues eﬃciently, increasing customer satisfaction rate by more than 60%.

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* Took initiative and conducted Adobe Analytics training for 2 batches that were hired for the same process increasing the team strength to 30.
* Diagnosing VEC and test creation issues in Adobe Target and Tableau reports in Adobe audience manager and providing efficient resolution.
* Coaching customers on website implementation of adobe tracking code through Adobe Tag Manager.

**Software Engineer**, Tech Mahindra Ltd. *Oct 2015 - Dec 2017*

* Developed backend, frontend, and integration part of an application following the MVC model approach. Adapted technologies like Angular JS, Javascript, and Java to develop the App.
* Involved in planning and organizing of delployment of patches/hotfixes from time to time which reduced number of bugs by 40%.
* Involved in conversion of business requirement into detailed Architecture and Infrastructure which helped me gain full understanding of Software Development Lifecycle along with Agile/Waterfall methodologies.
* Collaborated with cross-functional teams and completed feature testing and functional testing and code fixing before every deployment using GitHub.
* Part of the IEDB(Industrial Engineering DataBase) project where the team was involved in managing end to end delivery and planning to synthesize data according to business rules. The application was built using Ext JS, Spring MVC, and Oracle 12c, enhanced product optimization and customer experience by more than 50%.

# EDUCATION

**Bachelor’s degree** in Engineering *Aug 2011 - Jul 2015*

Heritage Institute of Technology **GPA: 7.8**

**Higher Secondary**, Science *May 2009 - Apr 2011*

90.17 %

# SKILLS

**Technical:** Javascript, CSS, SQL, Excel, HTML

**Tools:** Tableau, Adobe Analytics, MS Office, Eclipse, Netbeans, GitHUB

# ACCOMPLISHMENTS

Represented my school at the NATIONAL LEVEL CBSE SCINCE EXHIBITION after winning at the zonal level.