

Meenakshi Krishan

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OBJECTIVE

A passion driven data analyst, love to take up new challenges by upgrading myself to the required skills and executing my experience towards achieving my goals and providing the organization meaningful work that would make a difference. Maneuvered through different roles in my 8 years of IT experience from a WCS developer to a Senior Test analyst -lead with data analyst being the driving role for me to pursue my Masters, learning should never go on a break is my mantra. 3 years of experience in business intelligence, reporting, and data analysis

CORE SKILLS

Programming Languages: Python (NumPy, Pandas, matplotlib, scikit, seaborn), R, R shiny

Other Tools: Tableau, Power BI, SAS, Anaconda, MySQL, PostgreSQL, Apache Hadoop, Databricks, Cloudera, JIRA, HP ALM, Radar, WCS, Google Analytics, Shopify Analytics, Salesforce, Amazon Web Services (AWS), Microsoft office, Excel, PowerPoint

Techniques: Predictive Modelling, Time Series Forecasting, Data Mining, text Mining, Data Visualization, Web Analytics, ANOVA, Linear Regression, Logistic Regression, Simulation Modelling, Risk Management, System Modelling, Text Analytics, Hypothesis Testing, Neural Network, Clustering, Sensitivity Analytics, E-commerce, Project Management, Agile, Scrum

EDUCATION

Northeastern University

Masters, Data Analytics

GPA: 3.8/4.0

Boston, Massachusetts

April-2021

Visvesvaraya Technological University

Electrical and Electronics Engineering

Bangalore, Karnataka

June-2010

WORK EXPERIENCE

FLKR LYTR, LLC

Somerville, Massachusetts

Social Media Analyst ,Intern

Sep, 2020 – Dec, 2020

- Analyzing the online traffic for the sales and customer behavior for the online store using Google analytics and Shopify analytics
- Strategizing and evaluating towards business development from the analyzed data and understanding the customer requirements and growing market trends
- Collaborated with the marketing analytics team to communicate recommended approaches to the senior leadership and anticipate the future needs of our customers
- Facilitated online campaigns and features to accelerate the online sales, driving business performance through operational insights and analytics using business intelligence

Cognizant Technology Solutions

Bangalore, Karnataka

Senior Test Analyst, Apple Online Services

June, 2017 – Sep, 2019

- Led cross functional team of 20 for multiple releases with profound knowledge on SDLC lifecycle involving Design, Development, Testing and Implementation of the Project
 - Specialized in handling an implementation project by involving in Requirement Analysis and Preparing High level scenarios, Interacting with Business users to understand the Requirement ,Mentoring the team by knowledge sharing ,preparing and maintaining the Requirement traceability ,Peer review of Test cases , Tracking and Reporting testing activities
 - Strong organizational skills to function effectively while still maintaining attention to details and meeting specific organizational goals
 - Achieved highest valid bugs for the team with great hands exposure to HP-ALM, JIRA and Radar
 - Responsible for KPI metrics for the offshore team
 - Awarded "Pillar of the month" by Apple
 - Mentored 4 new joiners to the team who reported to me directly showcasing leadership and team management skills
- Data Analyst, The HomeDepot
- June, 2015 – June, 2017
- Exhibit exceptional written and communication skills
 - Experienced in gathering business data reporting and analysis requirements, working with clients and business units to answer key business questions
 - Successfully managed Extraction, Transformation and loading (ETL) process by pulling large volumes of data from various data sources
 - Constantly evolve the business with innovations through ongoing networking and research efforts
 - Identified business requirement and collaborated with respective teams for the execution/development

- Analyzed complex data sets and extracted key insights using various marketing methodologies for the sales, recommendations and trends
- Synthesized data, analytical insights and consumer research to create presentations that make fact based recommendations or large datasets
Quality Assurance, Telstra June, 2014 – May, 2015
- Worked on Cloud based solution for Telstra telecom network developed on Salesforce CRM Service Cloud
- Solutioned by customizing the service cloud to configure the service requests, Workflow management, Integration with existing CRM application
Developer e-commerce, The Home Depot June, 2011 – May, 2014
- Exhibited knowledge on SQL, and Java, SOAPUI
- Developed enhancements and tested the My List My Account modules
- Contributed towards the order summary page at checkout
- Recognized as the “Employee of the year” by The Home Depot

PROJECT WORK

Airbnb Analysis in New York City – Data Mining Project (Python and Tableau, Kaggle)

- Built a model to showcase better revenue generation that can be accepted and benefited to the host, customer as well as Airbnb
- Focused on model optimization process of predicting the outcome variable and comparing model accuracy on prediction
- Predicted factors that could affect pricing and revenue generation through Machine learning algorithms

What and How of a Startup success – Integrated Experiential learning Project (Python and Tableau, Kaggle)

- Developed models like Random forest, XGboost to find the key factors that contribute towards the outcome (being successful or failure) of a startup project on a crowdfunding platform
- Designed Decision Tree to show an accuracy of 96 percent for our model
- Visualization available on: <https://public.tableau.com/profile/meenakshi.krishan!/>
- Performed analysis and exploration that resulted in other important verticals that the startup could expand in future and presented the data visualization using Tableau

Airline Customer Satisfaction Prediction- Predictive Analysis (Python and Kaggle)

- Analyzed and implemented feature engineering , data cleaning and data analysis concepts for a huge dataset resolving high level issues
- Programmed various classification models like Random Forest, Naïve Bayes, Logistic Regression, KNN and Neural Networks (ANN) and observed the accuracy to decide which model is the best
- Validated through Confusion Matrix, Area under ROC and classification table

Architecture Solution for a Medical company- AWS Services

- Used 3 tiered architecture to accomplish highly available, scalable, secure, high performance and reliable solutions
- Designed the best possible architecture for the company accommodating the requirements provided by them keeping best practices in mind
- Incorporated the IAM roles and groups to ensure security and accessibility
- Included services like CloudFront, Route53, AWS Lambda, CloudWatch for monitoring, CloudTrail, S3, Redshift and EC2
- Invoked Lambda functions using event data for responding to response to lifecycle events, external requests, or a schedule

CERTIFICATIONS

- AWS Certified Cloud Practitioner
- Convolutional Neural Networks in Python: CNN Computer Vision -Udemy