# SUKRITI GOEL

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Analytical Consultant skilled at enhancing and optimizing business processes to ensure growth and success. Experienced with analyzing internal workflow process to identify areas of enhancement, developing and implementing business development plans, and assessing business requirements.

## Work Experience

- **SS Supply Chain Solutions, Data Analyst**                                                    *2020*

    o   Working with the team as python developer to help create dashboards and analyze data for the client.

- **Wells Fargo, Analytical Consultant**                                                             *2018*

    o   Worked under the Marketing Execution Team, which develop data driven multi channel campaigns for various lines of businesses.
        o   Develop marketing campaigns for various lines of businesses based on their requirements using IBM tool CMT, which used SQL coding for segmentation and customer targeting by implementing various inclusions and scrubs.
        o   Helping business to analyze the customer conversion rate by studying customers' responsiveness through the holdout and target group segmentation.

## Areas Of Interest

- **Python**                                                                                                      *2014*

    o   Worked on a Capstone Project where telecom data was analysed after forming a regression model for the given data.

    o   Also analyzed the FIFA data to find certain trends in the data and try to answer certain questions on the same.
    o   Even though the projects gave me an understanding of the language and developed my interest in the same, I still think there is scope for me to learn more and I am continuously trying to brush my skills.

## Internships

- **Avian Media, Intern**                                                                                      *2014*

    o   Worked under a team that handled clients like Qualcomm and Aricel.
        o   Organized seminars for Aircel in various institutions in Delhi-NCR in order to help them to expand their market.
        o   Provided the daily news coverage regarding the company Qualcomm.

    o   Spread awareness on road safety on behalf of Save Life Foundation through social media platforms.

- **Wells Fargo, Intern**                                                                                        *2017*

    o   Worked under the Credit Risk Management Team, which worked on the credit card collections.
        o   The project was to help business identity anomalies in the data regarding the credit card collections calls made by the bank.

## Positions of Responsibility

- **Member of CSR team, Wells Fargo**                                                           *2008*

    o   Worked with Akshay Partra foundation, which was established to provide mid day meals to government school children in Karnataka.
    o   Worked with local NGO to help them paint the walls of a government school.

## Other Skills

- Excellent knowledge of MS Office.
- Operational knowledge of Stata and SQL.
- Working knowledge of Python.

## Certifications

- Cleared *CT 1 (Financial Mathematics)* from Institute and Faculty of Actuarial Science, UK.

- Machine Learning, Data Science and Deep Learning with Python from Udmey.

- Using Python for Research from HarvardX.

- Foundations of Business and Marketing Analytics from Coursera.

## Academic Qualifications

| Course | College/School/University | Year of Passing |
|---|---|---|
| M.A. Economics | Delhi School of Economics | 2018 |
| B.A. (H) Economics | Maitreyi College, University of Delhi | 2016 |
| 12th Class (Commerce) | Bal Vikas School, Panipat | 2013 |
| 10th Class | Delhi Public School, Panipat | 2011 |