

## VARINA BERRYL RASQUINHA

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Business professional with overall 4 years of experience with 1 year in **business consulting for marketing/sales** in the **pharmaceutical domain** and 3+ years in enabling delivery of IT solutions, and enabling business processes, for the **analytics team of the world's leading oilfield services company**.

### WORK EXPERIENCE

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#### ZS ASSOCIATES | *Decision Analytics Associate Consultant*

*Oct'19-Present*

- Played a strategic consulting key role in delivering 3 **Big-Pharma based projects** through an **end-to-end process of hypothesis development, market survey creation, data analysis and presentation of analytical insights**
- Collaborated across multiple stakeholders at various hierarchies for **efficient project delivery and prepared metrics for quality management** in an extremely fast-paced business environment
- Developed an in-depth **conjoint market research study** in order to help **re-calibrate market strategies** using advanced data-driven metrics and built a well-rounded story to the client with apt data points
- **Mentored and guided junior team members** within projects and for the purpose of professional development
- Developed a **customer journey framework to help the client on go-to market strategies/pipeline strategies** and extrapolate existing relationships in the market to garner business traction to the products in pipeline
- Collaborated with **cross-functional teams of market research, real world analytics and knowledge management** to develop **strategic insights** through **extensive primary research including interviews with physicians and patients**

#### SCHLUMBERGER | *Business Analyst/Data Analyst*

*Aug'16-Sept'19*

##### Digital Studio

- Enabled a technical team of 5 to develop predictive modeling solutions that allow dynamic responsiveness to customer needs, **reducing asset depreciation costs by 30%, logistics costs by 15%, inventory savings of ~\$1M**

##### Business Analytics:

- **Key designer of the shared Data Model** across Ops. Planning projects built as part of executive IT strategies of CIO
- Interpreted data trends/patterns on **Power BI metric reports** and used **SQL extensively for data analysis purposes**
- Extensive working knowledge of the **Agile Methodology (PSM1 certified)** to build-measure-learn (**MVP approach**)
- Experience in creating **product backlog, user stories, task estimates, acceptance criteria** in an agile setting
- Built **data flow diagrams and UMLs** to present the **process flow of the SDLC** across projects in Operations Planning
- Designing of the product delivery pipeline, **business requirement gathering** with stakeholders in US offices
- Liaising among cross-functional teams— Operations, Supply Chain, Finance within major product lines
- Experience in **collaboration across product owner, data engineers/scientists, analysts and business managers**

### PROFESSIONAL SKILLS AND COURSES

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- Professional Scrum Master (**PSM 1**) by Scrum.org and **ITIL®** foundation certified
- **International Institute of Business Analysis' CCBA®** PDU certified by Simplilearn
- Skilled at **Advanced Excel, PowerPoint, Sharepoint, Power BI, SQL, VSTS, JIRA**. Knowledge of R studio, Tableau
- Managing Big Data with MySQL by Duke University, Managing Data Analysis by John Hopkins via Coursera

### AWARDS AND ACCOMPLISHMENTS

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- Chosen for Indian Institute of Management (IIM) Rohtak's Executive e-course in Analytics among ~2000 applicants
- **Promoted from grade 9 to 10 in the Advanced Analytics team**, SLB in just 14 months for excellence in performance
- School-topper in Class 10 board exam (**96.32%**), 2009. Awarded the **MHRD Central Sector Scholarship** in Class 12

### EDUCATION

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|------------------------------------|-------------------|------|----------|
| PG Diploma in Liberal Studies      | Ashoka University | 2016 | 3.22/4.0 |
| B.E. in Electrical and Electronics | NMAMIT            | 2015 | 9.38/10  |
| Karnataka State Board (Science)    | St. Aloysius P.U. | 2011 | 91.5%    |