Richa Kaur
Business Analyst

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Business-minded , product oriented analyst with a demonstrated ability to deliver valuable insight via advanced data driven analytical methods from 4.4 years. Particularly relied on mathematical and technological background to attain a meaningful solution . Possess good technical expertise in solving complex business problems using data and knowledge of machine learning algorithms.

SKILLS

o **Data Warehousing** : MS SQL Server, Amazon S3 , Redshift , Snowflake , Google Big Query(basics)
o **ETL** : AWS Glue , Google Cloud Data Flow
o **Data Querying/Manipulation** : SQL , Python – Pandas , Numpy , Apache Spark SQL , MS Excel
o **Data Visualization**: Power BI , Tableau , Amazon Quicksight , Matplotlib – python , Google Analytics
o **Machine Learning Techniques** : Regression, Classification ,Clustering , Bagging, Boosting, Dimensionality Reduction , Neural networks, CNN, Tensorflow , Scikit learn ,Jupyter notebook ,keras ,pycaret
o **Others** : Statistics , A/B Product Testing , R ,web scraping – Beautiful Scoop , Advanced Data Analytics, MS power point , Jira ,Google Sheets .

COMPETENCIES

o Ability to work with Product and growth managers to capitalize growth opportunities by gaining visibility into audience behavior .
o Ability to quickly understand business problems and drive solutions by cross functional team collaboration .
o Ability to communicate sophisticated technical issues simply and convincingly to stakeholders .
o Ability to think beyond raw data and understand business context and sense opportunities hidden in data.
o Strong work ethic and business acumen.
o Great Organizational and communicational skills with attention to detail.
o Self starter who can provide insights and drive results in a dynamic and fast evolving environment.

EDUCATION
▪ BTech in Computer Science & Engineering (with **Honors**), **9.1 CGPA** BPUT , Odisha- **2019**
▪ St. Josephs Convent School, Rourkela (2001-2013 **), 90 % in X , 89% in XII**

LANGUAGE PORFICIENCY (**E**nglish)
▪ **PTE Academic –** Score 80/90.

WORK EXPERIENCE

Amazon   *March 2022- April 2023*
Business Analyst – Transport Operations India
 Roles & Responsibilities :-
▪ Helping Network loss charter for India Transport – Analytics operations Team
▪ Handling Customer and seller Concessions , Secured delivery and reject compliance , Fulfillment centre's Xray, retina Machine Compliance analysis and reporting.
▪ Help create peak deck as single source of truth for network losses for reporting to senior leadership on amazon prime day sales.
▪ Collaborated with Operations team and Program Managers to help create VPM logics to minimize losses in the network (In transit / in facility losses) using advanced Analytics .
▪ Helped Program manager with RCA's , deep dives and provided relevant data to help drive ideation of data driven frameworks/ products.
▪ Collaborated and guided other analyst help create similar frameworks and reports for eccf markets like Brazil , Australia .
▪ Currently working on redesign the Architecture of the charter and simplify and automate the KPI tracking with the help of Quicksight Dashboard .

Swiggy   *April 2021- March 2022*
***Business Analyst – Instamart* (swiggy's quick ecom vertical)**
 Roles & Responsibilities :-
▪ Helping the Growth and product analytics charter of Instamart .
▪ Working in collaboration with Product managers & Business managers to leverage swiggy'sfood platform for Scaling Instamart to multiple cities (from 7 to 21 cities in India) .
   Projects :-
1 . **Product** : **Auto Suggestion on Global Search** (search optimization) .
   Autosuggestions from Instamart on Swiggy global search when a user types his/her query .Primary Objective was to increase the visibility of e-store / business vertical to users of main platform.
   o Performed Impact Sizing pre- launch of the product's new feature to understand the viability and business value of the feature.
   o Helped product manager with top business serving keywords for the Search suggestions.
   o Dealt with complex unstructured text data and helped the product Managers & Data Scientist understand its complexities.
   o Created Product ARD and Collaborated with software engineers to help ensure proper capture and flow of data .
   o Helped set up A/B test for the new feature roll out and helped the central SEARCH team with post test Analysis and tracking in a form of Power BI Dashboard .
2 . **Product** : **Swiggy One subscription for Instamart .**
   Its marked the inclusion of Instamart on Swiggy's premium subscription service .   Primary Objective being increasing Instamart's adoption across exisitng food customers .
   o Collaborated with team of Product Managers to Brain storm the list of KPI's and automated the KPI Tracking for product mgmt. in form on Power BI dashboard,   by relying on expert SQL , Power BI and DAX skills .
   o Single handedly served as the POC of the project from Instamart's analytics
   o Helped set up A/B test for a new in app banner for marketing and performed post test analysis .
   o Helped central Swiggy One Team with multiple reports and adhoc data and queries and simplified data querying process by creating a single data base to serve as source of truth .

COURSES & CERTIFICATION

- [Deep Learning Specialization](#) Coursera.
- [DeepLearning.AI TensorFlow Developer Specialization](#), Coursera.
- [Applied Data Science in Python Specialization](#) ,University of Michigan
- [Descriptive Statistics with R](#),IIT Kanpur , NPTEL
- [Data Mining](#) , IIT Kharagpur ,NPTEL
- Intro to Descriptive Statistics, Udacity
- Intro to Inferential Statistics ,Udacity
- [Hands On Tableau A-Z](#) , Udemy
- Machine Learning , Stanford University.

AWARDS

- Scholarship awardee for being top of the batch in 2nd, 3rd, 4th , 5th semester.

HOBBIES

- **Fitness :** Yoga ,Strength Training
- **Adventure:** Hiking , Trekking , Camping
- **Book Reading:** (at least 10 pages / day)
- **Sports:** Carom, Chess, Badminton, Swimming, Cycling

PERSONAL PROJECTS (on ML , Vision ,NL)

- **Sentiment Analysis**–Worked on a Classification problem to understand sentiment hidden in text & classify if it is positive or negative. (on IMDB movie reviews).
- **Back Order Prediction**– End to End ML application to detect if a product couldcome short & Order has to be cancelled.(inventory management)
- **Big Mart Sales** – End to End ML application deployed on GCP to predict the sales ofan item at a particular Outlet .
- **Insurance Fraud Detection**- End to End ML application deployed on Azure to detectif the insurance claim is fraudulent or genuine.
- **Image Classification Web app** -A Flask Object Segmentation app that classifies between cats & dogs images when uploaded by a user. (CNN)
- **Digit Recognizer (A deep learning app on flutter) -** A its a Deep Learning appthat recognizes Digits . Users have Two options : either upload an image of a digit or draw the digit on drawing space. CNN Model was created in TensorFlow. ..
- **Demand Forecasting (Bike Sharing & Rental)** - A Regression problem to forecastthe numbers of bikes to be rented at any hour of a day .(Kaggle challenge)

- o Helped business growth managers with creation of weekly presentation to senior leadership and central ONE team on performance tracking .

3 . **Product :** Gamification on Instamart
It's a discounting program on Instamart post order , to help increase customer's transaction frequency / Repeat rate .
- o Collaborated with team of Product Managers to Brain storm the list of KPI's
- o Collaborated with team of software engineers to create a product ARD and ensured the correct flow and capturing of the Data .
- o Automated the KPI Tracking for product mgmt. in form on Power BI dashboard , by relying on expert SQL , Power BI and DAX skills .
- o Performed a pre/post analysis across multiple segments of customers after 45 days of launch of the product .

4 . **Marketing based** : **Billboards , in app marketing analysis**
Performed True/actual impact of billboard marketing analysis by segregating it from other feature changes and inapp marketing initiatives .

5. **Other Growth driven Projects** :

- o **Profiling of visitors :** Analysing visitors behavior and time to convert on instamart e-store platform wrt acquisiton sources and customer segments.
- o **In App marketing** : Leveraging Swiggy main page to Target customers who are done ordering food , to show ads of Instamart. The ad was shown after x min of orderding on food , and shown till y amount of time .Task was to predict x,y time using data driven methodogies .
- o **Orders loss prediction :** Predicting the loss in order faced due to store closing early ,closure due to tech issues and items going OOO .
- o **NewStore order prediction :** Predicting first 7 days orders from new store launch leveraging customer data , and using them as goals to drive our growth initiatives.
- o **Payment Partner Alliance :** Estimating the impact brought upon collaboration with multiple payment partner on platform like slice,paytm . Used pre/post analysis methodology on look –a- likes .

NMTechnosol (with @Affine Analytics)   *July 2019 –April 2021*
Business Analyst
Roles & Responsibilities : -
- Performed descriptive analysis and provide self-service analytical solutions to strategy global heads of pharma section of a Fortune 10 animal health company.
- Implemented Initial EDA deck and Visualization Dashboard to understanddata behavior.
- Performed Advanced analytics,& querying to Derive insights from data.
- Served various on-site adhoc analytical requests , hypothesis testing .
- Developed fully automated reports from concept to product in form of Dashboard (creation, maintenance and story telling with Tableau.)
- Identified KPI for waterfall analysis for bulk purchasing potential of customers.
- Segregated Customers into Loyal ,Switch & new category & Performed Repeat purchase analysis to identify potential loyal customers to improve sales..
- Developed requirements and create requirements documents and process flows.
- o **Data Science Initiative : -** (**Clustering & analysis for target marketing**)
  - o Collaborated with different domain experts to ideate & derive initial KPI's .
  - o Aggregated Transactional level data to perform in detailed exploratory analysis.
  - o Derived insights & Performed dimensionality reduction using factoranalysis.
  - o Used K-means ++ for Clustering & identified 4 clusters in data.
  - o Visualized Clusters using PCA & performed cluster analysis to generate insights.

Mindfire Solutions   *January 2019 –June 2019*
Full Stack Web Developer (Intern)
Roles & Responsibilities :-
- Created a Blogging Site from scratch where users can follow people, see posts from them , write ,edit, delete their own posts.
- Worked on Bug tracking web app , to assign ,track a Bug Handling job to aparticular Member.
- Used the development learning and knowledge on creating [a portfolio site](#) for self .