SAAKSHI GOSWAMI

DATA ANALYST

SUMMARY

I'm a detail-oriented professional, working in Data Science **since Nov2021**, having **1.5+ years of experience in analyzing banking/financial and customer datasets** to identify opportunities for improvement, developing solutions with the team to enhance business and customer experiences. I've strong skills **in Data Analytics, SQL,SAS, BI Tools and Machine Learning.**

RESEARCH PUBLICATIONS & PERSONAL INTEREST PROJECTS

1. Research Paper : "Enhancing Elderly Well-being: An Embedded Robust Fitness Tracker for Holistic Mental and Physical Health Monitoring",*IJETCR, vol. 11, no. 3, May 2023*
https://ijetcr.org/index.php/ijetcr/article/view/549

3. Body Posture Detection - by using Computer vison *(ongoing)* **-** Calculated angles at each node, based on the calculation it classifies the image in four classes. End goal is to make an app which can guide people **to perform Yoga** perfectly.

CONTACT

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🌐 https://saakshigoswami.github.io/

LANGUAGES AND SKILLS

- *Advance SAS*, *SQL & PYTHON:* *Macros, Proc Report Automation, DataStep, Credit/Risk Analysis. Data Pipelines,EDA, data cleaning.*
- *BI Tools - POWER BI, MS EXCEL : Developing dashboards and Reports.*
- *ML :* Regression & classification, time series etc.
- *Computer Vision : OpenCV ,Image Segmentation.*

EDUCATION + TRAINING

B.tech : *Jaipur Engineering College (JECRC).*

Analyst Intern for 6 months : *Aavas Financiers* Nov21-Jun22

COURSES :-

BCI & Neurotechnology Spring School bootcamp course - *g.tec medical engineering*

Data Analysis with Python - *Openclassrooms*

EXPERIENCE

Data Analyst - Data Science
Aavas Financiers Ltd. *Nov 2021 - Present*
My key responsibilities in Aavas :

- **Preparing and automating reports** for higher management to communicate the insights on **business growth and customer experience** using **SAS, SQL, MS EXCEL, POWER BI on** *6lac user base size.*
- Based on the analysis, help in *development of predictive models* using **Machine Learning and Deep Learning** with the team.
- Taking initiatives in revising retention policies on basis of analysis to increase **customer retention** by a rate of *16% (15cr) per month leading to deliver great customer experience.*
- Reporting to *Bureau and NHB.* Evaluating the **Bureau scrub/scores extracted** to ensure **portfolio health check** and **Credit/Risk Analysis**.
- *Automating existing processes* and *build data pipelines* which can interact with existing ones to *implement new projects/initiatives*.

PROJECTS

Inquiry Alerts
Development and Implementation
Sep 2022 - Feb 2023
Objective : To identify those customers of Aavas who are inquiring outside in other banks for loan transfer and to *formulate catchy offers to retain them.* *Designed and implemented an automated process* to take proactive action on daily basis on these customers. *(Generating* **10Cr. business every month.)**

Retention Interface
Development
Objective : to fully automate the process of giving **ROI/Top-Up Offers to customers**. This is done by developing an UI application for retention team which shows all the available offers for each customer on inserting a loan Number. It *Increased the pace of customer retention by 25%~30% every month* which helped in generating a business of **104Cr. this year.**

Health Check
Development and Implementation
Objective : To Identifying which customer is not very much satisfied with the company's customer services, and proactively solve their problem to *reduce risk of customer churn by 4 %(retaining a POS of 10Cr. every month).*