

ASTHA SINGH THAKUR

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SUMMARY

Experienced Business Analyst adept in CRM analytics, campaigns, and leadership. Specializes in business analytics, data science, & software development, delivering innovative solutions. Led cross-functional teams for Fortune 500 businesses.

PROFESSIONAL EXPERIENCE

Business Analyst, HotelKey

Feb 2023 - May 2023

- Automated Postman API collections for clients enhanced Property Management System testing precision by 90%
- Utilized Figma for web app UI/UX mock-ups, resulting in a 20% rise in user satisfaction based on usability testing
- Spearheaded database optimization initiatives by coordinating tasks and documentation through Jira and Confluence. This led to a 30% reduction in data processing errors & a 20% improvement in data accuracy

Business Analyst & Assistant Manager, Angel One Ltd. (formerly Angel Broking Ltd.)

Sep 2021 - Dec 2021

- Led team in implementing trading strategies, leading to ~14% month on month client acquisition rate surge, earning Employee of Month
- Developed predictive financial algorithms using GCP's BigQuery & machine learning with R & Python, including regression models, leading to a 15% boost in ROI through data-driven insights
- Analyzed campaigns using Google Data Studio, enhancing decision-making processes by 20%
- Revamped the NPS rating system with NLP techniques, increasing customer satisfaction by 25% and customer participation in surveys and contests by 30%

Senior Business Analyst, Cartesian Consulting

Jun 2019 - Jul 2021

- Awarded 'More than Expected' for scaling Fortune 500 businesses through CRM analytics and targeted campaigns, generating 20M INR (~275K USD) in monthly incremental sales
- Achieved a perfect 10 NPS rating by contributing to a 6-7% increase in monthly revenue through analytical models, A/B testing, and market basket analysis with R, Python, SQL & advanced Excel
- Recognized with the 'Extra Mile' award for enhancing digital presence and personalizing recommendations for Fortune 100 QSR brand
- Automated campaign execution processes and optimized retail client account databases, reducing query response times and enhancing operational efficiency by 25%

PROJECTS

CRM Analytics

Mar 2024

- Developed a CRM Analytics project using Python and e-commerce data for RFM customer segmentation
- Conducted Cohort Analysis for retention insights and implemented the BG/NBD model for CLTV prediction

PUBLICATIONS

Intelligent Framework for Driver Fatigue Detection – IEEE ICIRCA

Aug 2023

- Real-time driver drowsiness detection system based on hybrid model of Gradient Boost Decision Tree-CNN-LR
- Using adaptive thresholding methods, it determines whether the person is sleepy

EDUCATION

University of Texas at Dallas | Master of Science, Computer Science | GPA: **3.7/4**

Dec 2023

University of Mumbai | Bachelor of Technology, Electronics and Telecommunication | GPA: **8.2/10**

May 2019

SKILLS

Business Strategy: Resource allocation, Market Research Analysis, Budgeting & forecasting
Analytics: CRM, A/B Testing, Root Cause Analysis
Database: MySQL, MS SQL, Google BigQuery
ML: Python, R, Tensorflow, PyTorch, MATLAB
Big Data: Spark, Kafka, Hadoop
Methodologies: SDLC, Agile, Waterfall, Scrum
Frontend: HTML, CSS, JavaScript, React, Bootstrap
Backend: Python, Java, C, C++, PHP, Node.js, JDBC

Project Management: Confluence, Slack, Git, Jira, Microsoft Outlook, Microsoft Teams
Data Visualization: Google Data Studio, Advanced Excel
Design Tools: Figma, Canva, Webflow
Automation & Testing: Postman, VBA, Macros
Leadership: End-to-end application delivery, Cross-Functional Leadership
Conceptual: Data Structures & Algorithm, OOP, MVC, CRUD, Design Patterns, API Automation, DBMS, UML