Ashelle Pereira
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EDUCATION

Stevens Institute of technology, School of Business	**Expected May 2024**
Master of Science in Information Systems | GPA: 3.93	**Hoboken**

Data Management, Process Innovation and Management, Financial decision-making, business Analytics, Applied Analytics, Service Innovation, Emerging Info Tech, Marketing analytics, It Strategy, Integrating IS Technology

St. Xavier's College	**June 2018 - April 2021**
Bachelor's in Economics, Statistics | GPA: 9.03	**Mumbai, India**

Econometrics, Statistical Techniques, Macroeconomics, Microeconomics, Mathematical techniques, Developmental economics

SKILLS

Programming Languages: SQL, R Studio, Python, JQL

Software & Tools: Power Bi, JIRA, Postgres, SQLite, Jupyter, PyCharm, Tableau, RapidMiner, SAP, CRM, Microsoft Excel, Word, PowerPoint, AI, ChatGPT, Canvas, Erwin, Salesforce

Project Management: Agile, Scrum, Waterfall, SWOT, Data Visualizations, Project Documentation, Business Process Modelling Risk Analysis, P&L Budgeting, Problem solving, Statistical Analysis, UAT

EXPERIENCE

XDuce	**July 2023 – December 2023**
Business Analyst Intern	**Edison, New Jersey**

- Utilized the Agile methodology to lead requirement definition sessions, evaluate business processes, identify areas for improvement, develop and implement Strategies.
- Used data analytics tools such as SQL and Python to identify KPIs and forecast outputs
- Established and maintained communication processes to provide valuable insights to cross-functional stakeholders
- Utilized Jira - JQL to track and improve employee productivity, resulting in a 15% increase in task completion rates and a 20% reduction in project timelines.
- Created comprehensive Business Requirements documents (BRD) and System Requirement Documents (SRD)
- Collaborated with financial institutions to develop a product facilitating the transfer of on-premises platforms to the cloud, highlighting business and technology integration to secure a 30% reduction in maintenance cost
- Played a central role in data integration and consolidation projects, ensuring data accuracy and ensured data governance

Ayekart Fintech Private Limited	**June 2021- June 2022**
Business Analyst, Market Research	**Mumbai, India**

- Conducted thorough analysis of Consumer Data using Excel (Pivot Tables, VLOOKUP, Visualization) for enhanced strategic planning that helped accelerate the pace the pace of the startup
- Published research articles on official websites, social media, media releases and LinkedIn that increased online visibility along with newsletters for internal updates
- Identified retail market segments to Identify KPIs so that they can enhance the right area of the supply chain for MSMEs, Studied consumer behaviour and build Dashboards leading to a 10% increase in pricing accuracy
- Assisted in internal audits for compliance, operational efficiency, and financial planning during due diligence

Umang Foundation	**December 2018- May 2019**
Strategy Intern	**Mumbai, India**

- Formulated strategic resource allocation plans, underscoring a dedication to community engagement
- Orchestrated project-related initiatives and administrative tasks, overseeing NGO campaigns with a focus on coordinating volunteer efforts and engaging beneficiaries for impactful outreach programs.

ACADEMIC PROJECTS

Shuttle Service Redesign with Advanced Analytics and Project Management	**January 2023 – May 2023**

- Led a comprehensive redesign of an existing shuttle service, leveraging MS Excel, Tableau, and R-Studio to analyse data and optimize decision-making.
- Employed project management strategies for streamlined operations, resulting in a 20% reduction in project completion.

Credit Card Approval Using Linear Regression Model	**January 2023 – May 2023**

- Utilized RapidMiner for Linear Regression (ANOVA) modelling, achieving a 92% accuracy rate in creditworthiness prediction. Employed Tableau for data visualization, enhancing predictive precision and aiding in risk management

Analysing trends in the Indian Aviation Industry	**October 2020**

- Utilized advanced Excel tools to analyse market trends among five major airlines in the Indian aviation sector, covering pricing strategies, entry and exit dynamics, market share fluctuations, collusion patterns, and advertising strategies