

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

Accounting, Econometrics, Statistical Techniques, Macroeconomics, Microeconomics, Mathematical techniques

SKILLS

Programming Languages: SQL, R Studio, Python, JQL

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

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

EXPERIENCE

XDuce

June 2023 – December 2023

Business Analyst

Edison, New Jersey

- Utilized the Agile methodology to lead requirement definition sessions, evaluate business processes, identify areas for improvement, develop and implement Strategies.
- Employed ETL processes along with data analytics tools such as SQL and Python to identify KPIs and forecast outputs.
- Provided support on financial models to define short-term or future business risk or opportunity.
- Utilized Jira - JQL to track and improve employee productivity, resulting in a 15% increase in task completion rates and a 20% reduction in project timeliness.
- 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 and consolidation projects, ensuring data accuracy and data governance

Ayekart Fintech Private Limited

June 2021- July 2022

Business Analyst, Market Research

Mumbai, India

- Conducted thorough analysis of Consumer Data using Excel (Pivot Tables, VLOOKUP, Visualization) for enhanced 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
- Utilized SAP for Enterprise Resource Planning (ERP), contributing to streamlined processes
- 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 built ad hoc Dashboards leading to a 10% increase in pricing accuracy
- Assisted in internal audits for compliance, operational efficiency, and financial planning during due diligence

Young Creative Services

May 2019- May 2020

Business Analyst Intern

Mumbai, India

- Utilized advanced Excel and population sampling to analyze data, leading to targeted branding initiatives and a 15% revenue increase for the client through strategic positioning and messaging.
- Led cross-functional teams to execute branding initiatives, achieving a 20% improvement in brand awareness metrics within six months of campaign implementation.

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
- 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