

Pallavi Saha

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About

I am a results-driven Senior Business Analyst with a strong technical background and a track record of delivering impactful insights to drive business growth. Seeking to grow into number driven Business roles.

Skills & Abilities

- Deciphering data into actionable insights to obtain *Business Intelligence* trusted by higher management.
- Transforming complex business problems into data-led, analytical problem statements.
- Exploring user behavior across the app to *aid user engagement and growth*.
- *Conflict resolution* among cross-functional teams and *stakeholder management* through effective communication and *Agile Methodologies*.
- Generation of *cohesive* and *insightful analytical Reports* to improve adoption and engagement. **Data Visualization** using various tools to view the same.

Technical Competencies

- Languages: **MySQL, Python (LinkedIn + Kaggle Certified), Qubole , App Script**, Java Script, Data Structures
- Tools: Balsamic Wireframes, Clever Tap, Appsflyer, **Tableau, Power BI, Redash, Google Analytics** (Google Certified), **GoogleSuite, Data Studio, Advanced MS Excel**
- Additional Projects: Titanic Survivor Prediction (Kaggle top 22%), NYC Cab fare prediction, Fraudulent Transaction Prediction, **A/B testing pricing – ARQ**

Experience

Senior Business Analyst| Zoomcar |03-2022 to present

Responsibilities:

- Built the Guest and Host app funnels to track and target the drop-off points in the onboarding flow of the customer. Worked closely with the product teams to assess results of several A/B experiments run targeted at improving host app conversion from **3% to 10%** in one month.
- Worked with the Business Finance team to help drive contribution margin from **-\$40 to \$3** in 11 months. Helped identify problem areas and worked with product, marketing and supply teams to get to the optimal costs.
- Tripled host retention on the platform (from 3 months to 10 months) and lowered host incentives by ~\$4 per booking through bringing visibility to the sub-city supply demand gap in the existing business.
- Devised the logic for high LTV guests and hosts on the platform. Worked on several targeted initiatives to help improve retention on both ends.
- Hired, coached and led a team of 4 analysts under the central analytics vertical

Senior Product Analyst| Angel One |07-2021 to 03-2022

Responsibilities:

- Created tracking for the adoption of buy/sell features on the landing page of the mobile app.
- Conducted the hypothesis testing for a stock suggestive feature, which helped drive traffic to the said feature by **3x**.

- Led a team of 4 on a project to increase the subscription rates for a paid feature on the angelOne Stock Market application

Risk Investigator| Amazon |07-2020 to 07-2021

Responsibilities:

- Improved the safety algorithm using SQL and Big Query to identify fraudulent customer behaviors. Worked with the ML team to incorporate my findings into the existing algorithm.
- Led a team of 10 members to identify a difficult to flag fraudulent customer pattern of illegitimate gift cards during the Black Friday sale for the [Amazon.eu](https://www.amazon.eu) marketplace
- Improved internal processes by metric quality analysis for teams in BLR and HYD

Business Analyst| High Radius | 07-2018 to 01-2020

Responsibilities:

- Implemented and monitored agile across product and tech teams to improve the hygiene of the SDLC.
- Was actively involved in the ideation, design, wire framing, adoption and UAT of the entire product. Set up metrics to track the efficiency of the implementation as well. Was the sole analyst in a 6 people special initiatives team set up by the CEO to create an in-house employee management portal (HRMS) for the org.
- Improved resource utilization from 70% to 90% by automating MIS reports for all tech and consulting teams (quarterly KPIs and VGIs), by linking Jira to Sheets for effective tracking.

Education

Product Growth - GrowthX| GX-13 | 2023

- GrowthX is the community of *Top 1% growth leaders* of India, where people from all across the country with a knack for Product Led Growth come together to learn and share their learning in the form of a bootcamp.
- In GrowthX, I built acquisition, onboarding, retention, engagement and monetization strategies for Products like Urban Company, Cred and BluSmart, alongside the industry leaders in the same space.

Bachelor of Technology (EEE) | 8.3/10 CGPA | 2015 to 2019

- Kalinga Institute of Industrial Sciences (KIIT), Bhubaneswar