

# VANSHIKA JAIN

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Results-driven management professional with ~4 years of experience in global tech companies and strong background in Data Science & Analytics. Experienced in building user-centric solutions, cross-functional collaboration and aligning product vision with technical roadmaps. with an ability to adapt quickly in ambiguous scenarios and thrive in fast-paced environments.

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## WORK EXPERIENCE

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**L'Oréal** (L'Oréal Beauty Tech: Global pioneer in driving cutting-edge beauty innovation with technology and data)

**CRM Data Program Manager • Paris, France • Jan 2024 - Aug 2024**

- Led EMEA Data Acquisition Program, working with marketing SaaS, expanding to 15 countries & 12 brands in eight months
- Collaborated with cross-functional teams to define product roadmap for Data Acquisition program, introducing 5 new feature evolutions and automated GDPR compliance process, eliminating manual errors and improving product satisfaction.
- Optimized Data Acquisition Program budget, identifying opportunities for 20% cost reduction without performance loss.
- Developed a new dashboard for B2B audience and improved data quality of existing dashboard for B2C audience of the Data Acquisition marketing products, enhancing program KPI monitoring.

**Technologies Used:** GCP, Looker, Airflow, Azure, Salesforce & Adobe Analytics, ServiceNow, Python, SQL, MongoDB

**Business Analyst • Paris, France • Jul 2023 - Dec 2023**

- Managed offshore resources and cross-team collaborations for Data Acquisition Program, boosting SLA adherence by 150%.
- Streamlined project tracking for Loyalty Program with agile methods, enhancing in-house product adoption and scalability.

**Technologies Used:** Jira, Canva, Postman, Excel, GanttCharts, Risk Matrix, SQL, MongoDB, GCP, SWOT Framework

**VESTIAIRE COLLECTIVE** (Largest Second-hand Luxury Ecommerce Platform in France)

**Research Data Scientist and Analyst • Paris, France • Jan 2023 - Jun 2023**

- Developed Tableau dashboards, analysing 200M+ consumer records to uncover key user behavior and revenue trends.
- Collaborated with teams in Paris & Singapore to engineer a CLTV-based ML model for precise customer segmentation, enabling targeted voucher marketing for products, contributing to 20% growth in retention rates and €1M boost in revenue.
- Built a company-wide insight delivery Flask web app, improving technical and non-technical stakeholder communications.

**Technologies Used:** Python, Big Data analytics, Spark, Tableau, Machine Learning, Predictive Modeling, Figma, Flask

**ION TRADING PVT. LTD.** (Global fintech industry leader)

**Software Developer and Analyst • New Delhi, India • Aug 2020 - Jul 2022**

- Coordinated with cross-functional teams across 5 global locations to define product vision and enhance product functionality for financial trading platform (Tradeweb) APIs, aligning business needs with technical feasibility.
- Led monthly market research to improve product line features for EU & US trading, focusing on data governance & quality.
- Managed 20 core API products, with agile and CI/CD practices, ensuring stakeholder alignment and end-user satisfaction.
- Developed PowerBI dashboard for trade performance monitoring to analyse product functional improvements and ROI.

**Technologies Used:** C++, C#, SQL, Snowflake, PowerBI, Git, Jenkins, VS Code, Jira, Confluence, RACI Framework

## EDUCATION

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**Master's in Data Science and Business Analytics • Aug 2022 - Jan 2024**

ESSEC Business School & CentraleSupélec - Université Paris-Saclay • Paris, France • Double Major

**Bachelor Of Technology Computer Science Engineering • Aug 2016 - Sep 2020**

Guru Gobind Singh Indraprastha University • New Delhi, India

## SKILLS

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**Product Management:** Requirements Elicitation, Agile methods (Scrum, Kanban), RACI & SWOT Framework, ROI Analysis,  
**Communication & Design:** Jira, Microsoft 365, Google Workspace, Slack, Confluence, Figma, AdobeXD, Miro, Visio, Canva  
**Data Analytics:** Python, SQL, MongoDB, Statistical Modeling, Regression Analysis, Descriptive analytics, A/B testing  
**Data Science:** Python Advanced(Tensorflow, Keras, Pyspark, Sci-Kit Learn), Predictive Modelling, Time-series analysis  
**BI & Cloud:** Looker, Tableau, PowerBI, Advanced Excel, AirFlow, Spark, Snowflake, GCP (BigQuery, Dataflow), Azure  
**Programming, Web & DevOps:** C++, C#, JavaScript, Flask, Streamlit, Git, Jenkins, Visual Studio Code  
**Language Proficiency:** English (Bilingual and Professional), Hindi (Native), French (A2+)