

Rishbha Godara

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EDUCATION

Certificate in Systems Analysis (Minor: Data Science)

Jun 2023

UCLA – Los Angeles, USA

- Relevant Coursework: Python Programming with Pandas and NumPy, Business Statistics, Exploratory Data Analysis and Visualization, Information Systems Security Management, Architecting Cloud Solutions Using AWS

MA Development Studies

Jan 2020

THE GRADUATE INSTITUTE – Geneva, Switzerland

- Relevant Coursework: Econometrics, Advanced Quantitative Methods
- Academic Project - Effect of Penal system, Economy, and Population on Crime
 - Extracted a subset of data from a larger multi-year database used by Cornwell and Trumbull researchers from the University of Georgia and the West Virginia University (CT1994) using R.
 - Employed 3 classes of variables (labor market, criminal justice, and demographic) that are expected to be relevant in influencing crime rate, to see if any one class is dominant in deciding the crime rate in the area.
 - Implications for use case includes driving policy initiatives to reduce the crime rate in counties.
- C4SI 2017 Social Innovation Award for solving a challenge by the UN; 'How can UN Environment empower small and medium sized enterprises to influence policy decisions for the transition to a green economy?'

B.E. Electrical Engineering

May 2014

GITAM UNIVERSITY – Hyderabad, India

WORK EXPERIENCE

Business Analyst (Product), Officebanao – New Delhi, IN

May 2022 - Aug 2022

- Designed the go-to-market strategy with leadership and marketing teams, achieving 3x of the projected leads.
- Set up the CRM system and aggregated all digital marketing efforts on to HubSpot, reducing the turn-around time of Sales team by 88%.
- Defined the scope and KPIs for pre-sales and cut down reporting time by 75% by building subsequent dashboards to analyze performance, review trends and check engagement.
- Wrote user stories and conducted user research for a lean approach to build product features.
- Developed sprint plans on Confluence and wireframes on Figma to align tasks for the engineering team.

Business Analyst (Marketing), GenY Medium – New Delhi, IN

Jun 2021 - Jun 2022

- Independently handled 10,000 US\$ of marketing funds and maximized client retention and revenue growth by managing client expectations, and diffusing conflicts.
- Launched a product by B2B digital health technology provider and led its Ad campaigns on Google and LinkedIn. It improved the overall click share from 29% to 69% and reduced the client bounce rate by 32 percentage points.
- Spearheaded the digital marketing strategy, including SEO and SEM for a multi-location hospital driving 55% increase in sales in Oct 2021, for which I received the Company Award for Outstanding Performance.

Data Analyst Intern, Gavi - The Vaccine Alliance – Geneva, CH

Jun 2018 - Sep 2018

- Studied and assessed country documents and reports to prepare grants review and other appraisal documents for Gavi's supported countries, ahead of the annual Joint Appraisals.
- Constructed a database capturing key KPI indicators to standardize the grants assessment process which reduced the evaluation time from 4 weeks to 1.5 weeks.
- To counter low and inconsistent reporting of data, designed a dashboard that enabled program managers to identify districts and facilities with the lowest reporting levels so they can provide more targeted training to their field staff.

- Metrics-driven performance management
 - Steered performance improvement through identification and analysis of emerging risks in the application reducing Sev1 & Sev2 occurrences by 84%.
 - Addressed and cleared the issue backlog improving KPI performance by 35% in the first 6 weeks.
 - Created reports for senior management and clients on progress and challenges.
- Leadership
 - Conducted onboard training of incoming members and managed resources.
- Awards & Recognition
 - Received 2 client awards for leading the claims search code-fix.
 - Promoted to the rank of team lead - managing a team of 5.

SKILLS

Languages	PL/SQL, Python, PySpark, R Programming, C++
Statistical Tools	R-Studio, STATA, MS Excel, Tableau
Analytics	Google Analytics, Meta B-Suite
CRM	Salesforce, Leadsquared, HubSpot
UX/UI	Figma, Whimsical
Cloud	AWS, Azure
Project Management	Jira