

# ANUSHKA CHAVAN

Bachelor of Technology (B.Tech)  
Electronics and Telecommunications Engineering  
VIT, Pune 2023

+91-9689615516  
✉ anushkachavan165@gmail.com  
anushka@portfolio  
anushka@linkedin

## EDUCATION

Year	Degree/Certificate	Institute	CPI/%
2019 - 2023	B.Tech	VIT Pune	8.95/10
2019	HSC(XII)	K.V.N.Naik College	76.3%
2017	CBSE(X)	D.G.Agrawal School	10/10

## EXPERIENCE

- **Business Analyst | Rapido** Oct' 24 - Present
  - Performed **Root Cause Analysis** on the ad revenue decline, driving an **8.4%** improvement through targeted changes
  - Customized user experience by **Segmenting users** as per behavior, preferences for tailored and optimized campaigns
  - Created and **maintained dashboards to track KPIs** such as user retention, conversion rates, revenue in real-time
  - Created collaborative **Feedback loops** with tech, design, product, sales team for evaluating the impact of experiments
- **Web Developer | Spark Industries** Jan' 23 - June' 23
  - **Designed Dynamic Website** for the Company to Enhance Customer Acquisition Rate and Increase Online Presence
  - Increased Customer Inquiries by **30%** that directly contributed to increase in Month on Month Sales by **10%**
  - Performed **Data Analysis** and **Database Management** to Highlight Company Performance and Growth Trajectory
  - Gathered **User requirement** from stakeholders and did **Market and Competitor Analysis** to define Project Roadmap
- **Business Analyst | PCOS Virago** Jan' 21 - Mar' 21
  - **Managed and engaged** with a community of women suffering from PCOS/PCOD. Led to **customer-centric thinking**
  - **Gathered and Analyzed** feedback from the community to understand their needs, preferences, and **pain points**
  - **Collaborated with cross-functional teams** to implement solutions to improve user experience and satisfaction
  - Devised **Business strategies** to improve the quality of deliverables and enhance User Experience and Satisfaction

## PROJECTS

- **Expert system for detection of stray animals** Oct' 21 - Dec' 21  
*Supervisor: Dr. Shripad Bhatlawande*
  - **Interacted with Visually impaired** people to know their problems, receive user insights to develop Project Features
  - Applied the insights to develop expert system using **Computer Vision: Open CV** and **Machine learning: SVM**
  - **Published** the Above Project related Research Paper at the ADS, It is operated by the Smithsonian Astrophysical Observatory under NASA. The Project provided outputs with accuracy of **80.71%** with Support Vector Classifier
- **Wall Leakage Detection** Feb' 22 - May' 22  
*Self Project*
  - Carried out the Classification and Detection with **2** feature descriptor: **GLCM and LBP** and **4** classifiers, K Nearest Neighbor, Support Vector Machine, Random Forest and XG Boost namely. Used a dataset consisting **5000** images
  - **K nearest neighbor** classifier with LBP and XG Boost provided best accuracy of **95%** and **97.89 %** respectively

## TECHNICAL SKILLS AND INTERESTS

**Skills:** ML Algorithms (Classification, Regression, Clustering) | Python | React | SQL | Familiarity with Agile | Data Analysis | Market Research | Power BI | Business Analysis | Google Ad Manager | CleverTap

**Soft Skills:** Communication | Customer Centricity | Stakeholder Engagement | Critical Thinking | Problem Solving

## EXTRA CURRICULARS

- **Podcast: Unravel with Anushka | Spotify** Dec' 21 - Mar' 22
  - **Participated** in "Voice of Anchor" competition arranged by Spotify. Stood at **8th place** among Top 10 Podcasters
  - **Engaged with People** from diverse backgrounds to uncover their multidisciplinary perspectives and Experiences
  - Carried out **Data Analysis** to get insight of listener's Demography, age to craft creative content on similar Lines
  - Created around **15+** **episodes** consisting both Solo and Interactive Podcasts based of Self Improvement Theme

## POSITIONS OF RESPONSIBILITY

- **Public and Corporate Relations | Coordinator | E Cell of VIT, Pune**
  - Created and executed Communication plans to promote E-Cell events. Handled website, communication channels
  - Built and maintained relationships with alumni, industry experts to secure sponsorships and collaborations