

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