

# ASTHA SINGH THAKUR

+1-469-819-7543 | [asthasingh220697@gmail.com](mailto:asthasingh220697@gmail.com)  
[linkedin.com/in/astha-t](https://linkedin.com/in/astha-t) | [astha22.github.io](https://astha22.github.io)

## SUMMARY

Experienced Business Analyst adept in CRM analytics, campaigns, and leadership. Specializes in business analytics, & data science, delivering innovative solutions. Led cross-functional teams for Fortune 500 businesses.

## PROFESSIONAL EXPERIENCE

**Business Analyst & Tech Lead, Think Round Inc** Jun 2023 - Present

- Restructured team and tech stack, boosting data-driven decisions and website performance by 10%
- Managed the website migration, enhancing user experience through data analysis, increasing engagement by 15%
- Improved project efficiency by 20% through optimized workflows & data analytics integration

**Business Analyst, HotelKey** Feb 2023 - May 2023

- Automated Postman API collections for clients enhanced Property Management System testing precision by 90%
- Utilized Figma for web app UI/UX mock-ups, resulting in a 20% rise in user satisfaction based on usability testing
- Spearheaded database optimization using Jira and Confluence, reducing data processing errors by 30%

**Business Analyst & Assistant Manager, Angel One Ltd. (formerly Angel Broking Ltd.)** Sep 2021 - Dec 2021

- Led team in implementing trading strategies, leading to ~14% month on month client acquisition rate surge, earning Employee of Month
- Developed predictive financial algorithms using GCP's BigQuery & machine learning with R & Python, including regression models, leading to a 15% boost in ROI through data-driven insights
- Analyzed campaigns using Google Data Studio, enhancing decision-making processes by 20%
- Revamped NPS rating system with NLP techniques, increasing customer participation by 25%

**Senior Business Analyst, Cartesian Consulting** Jun 2019 - Jul 2021

- Awarded 'More than Expected' for scaling Fortune 500 businesses through CRM analytics and targeted campaigns, generating 20M INR (~275K USD) in monthly incremental sales
- Achieved a perfect 10 NPS rating by contributing to a 6-7% increase in monthly revenue through analytical models, A/B testing, and market basket analysis with R, Python, SQL & advanced Excel
- Recognized with the 'Extra Mile' award for enhancing digital presence and personalizing recommendations for Fortune 100 QSR brand
- Automated campaign execution processes & optimized databases, reducing query response times by 25%

## PROJECTS

**CRM Analytics** Mar 2024

- Developed a CRM Analytics project using Python and e-commerce data for RFM customer segmentation
- Conducted Cohort Analysis for retention insights and implemented the BG/NBD model for CLTV prediction

## PUBLICATIONS

**Intelligent Framework for Driver Fatigue Detection – IEEE ICIRCA** Aug 2023

- Real-time driver drowsiness detection system based on hybrid model of Gradient Boost Decision Tree-CNN-LR
- Using adaptive thresholding methods, it determines whether the person is sleepy

## EDUCATION

**University of Texas at Dallas** | Master of Science, Computer Science | GPA: **3.7/4** Dec 2023

**University of Mumbai** | Bachelor of Technology, Electronics and Telecommunication | GPA: **8.2/10** May 2019

## SKILLS

**Business Strategy:** Resource allocation, Market Research Analysis, Budgeting & forecasting

**Analytics:** CRM, A/B Testing, Root Cause Analysis

**Database:** MySQL, MS SQL, Google BigQuery

**ML:** Python, R, Tensorflow, PyTorch, MATLAB

**Big Data:** Spark, Kafka, Hadoop

**Methodologies:** SDLC, Agile, Waterfall, Scrum

**Frontend:** HTML, CSS, JavaScript, React, Bootstrap

**Backend:** Python, Java, C, C++, PHP, Node.js, JDBC

**Project Management:** Confluence, Slack, Git, Jira, Microsoft Outlook, Microsoft Teams

**Data Visualization:** Google Data Studio, Advanced Excel

**Design Tools:** Figma, Canva, Webflow

**Automation & Testing:** Postman, VBA, Macros

**Leadership:** End-to-end application delivery, Cross-Functional Leadership

**Conceptual:** Data Structures & Algorithm, OOP, MVC, CRUD, Design Patterns, API Automation, DBMS, UML