

**Analytics professional** with 4 years of experience in Data Science, generating insights, storytelling, automating, developing, and compiling reports and dashboards using Tableau. Proficient in Statistics, ML, Statistical Modeling, R, Python, SQL, Tableau

## EDUCATION

<b>University of Connecticut</b> – M.S. in Business Analytics and Project Management (GPA 3.6/4.0)	<b>Aug 2021-Present</b>
<b>Banasthali University</b> - Doctorate Degree   Management   Ph.D.	<b>July 2017-Dec 2021</b>
<b>Banasthali University</b> - Master's in Business Administration (Marketing/HR) (GPA 8.26/10.0)	<b>July 2015-May 2017</b>
<b>Banasthali University</b> - Bachelors in Home Science (B.HSC) (GPA 8.75/10.0)	<b>July 2011-May 2014</b>

## SKILLS

**Machine Learning:** Logistic / Linear Regression, Decision Tree, Random Forest, Boosting, KNN, Naïve Bayes, SVM, PCA, Clustering, Time Series models, Neural Networks, NLP, Validation techniques, Market Basket Analysis, Variable Transformation

**Statistical Analysis:** Hypothesis Testing, A/B Testing, Data Cleaning, Data Mining, ANOVA, Quantitative Analysis

**Data Analysis:** Exploratory Data Analysis, Feature Engineering and selection, Text Mining, Customer Analytics

**Organizational Skills:** Project Management, Leadership, Team Building & Collaboration, Risk & Cost Management

**Tools:** Tableau, R, Python, SQL, Alteryx, Linux, MS Excel, SAS Enterprise Miner, MS PowerPoint, MS Word, MS Visio, SAS JMP, Pentaho, Google Analytics

## PROFESSIONAL EXPERIENCE

**CFPTRW | Banasthali Vidyapith | India | Research Analyst** **July 2017–Dec 2021**

### Finance Analytics - Data Warehousing and Reporting

- Worked directly with stakeholders to identify prospect women beneficiaries for improving financial literacy and translate business needs into technology solutions using **Tableau and SQL, saving 120 Man-hours annually**
- **Data Engineering** | Aggregated beneficiaries' data from multiple sources using **ETL and SQL for data extraction and data manipulation**. Loaded data into data warehouse reducing data access time for four internal teams
- **Business Intelligence** | Created interactive **Tableau** dashboards for tracking the **MOM** growth of project using KPIs such as workshops, no of beneficiaries added, and bank accounts open. Provided higher management a one-stop dashboard to **track over 15 metrics**
- **Business Impact** | Provided Business Insights and recommendations to top management and cross-functional teams using **Tableau**. Worked on beneficiaries' survey data and categorized them using **net promoter scores (NPS)** into satisfied and unsatisfied customers. Used the insights to make the process and services more customer friendly.
- **Identified business** metrics for efficient **promotion of financial literacy** and advised marketing strategies to senior management to **reduce promotional cost by ~10%**
- Trained **new hires in exploratory data analysis, descriptive analytics, and predictive analytics**, helping them ramp up fast in technical knowhows

**Punjab National Bank | India | Analyst Intern | Customer Analytics** **June 2016–October 2016**

- **Data Wrangling** | Analyzed large dataset of ~44M customers to Identify cross-selling opportunities and segmented customers using K-Means Clustering for various company products (consumer banking domain)
- Analyzed their spending pattern and demographics in **Tableau** on the data flowing from **CRM** (customer relationship management), Branch Banking and Marketing team; optimized the **marketing cost by 10%**
- **Data Modeling** | Build a **Logistic Regression model on survey data with an accuracy of 78% to predict the probability of customers giving us negative ratings**.
- **Business Impact** | Performed **market research** and **root-cause analysis** on problem areas influencing PNB customer base and coordinated with the marketing team to issue promotional offers to unsatisfied customers

### Predictive Modelling and People Analytics

- Performed advanced **predictive analytics** by building statistical models like Logistic regression, Decision Trees and boosting using Python to find which of the employee's loans can be auto approved with an **accuracy of 88%**
- **Data Visualization:** Developed Tableau dashboard and Excel pivots showing employees that comply with organizational rules for an auto loan approval through classification models to reduce the workload of auditors, thereby saving **10 man-hours**
- Managed projects following **Agile–Scrum** methodology and handled Sprint planning, Daily Scrum and Backlogs

## ACADEMIC PROJECTS

**Customer Insurance Prediction| Customer Analytics** | Identified key factors leading to Fixed Indexed Annuities contract cancelation and profiled customers on those factors. Predicted potential FIA contract termination by building a **Random Forest model with 71% accuracy**.

**Cricket League Data Visualization** | Visualized cricket league Data set by creating Dashboard in Tableau. Initially generated three visualizations and created an Interactive Dashboard. These visualizations gave many insights.

## ACHIEVEMENTS

**Publications:** **"EFFECT OF FINANCIAL EDUCATION MEDIATION ON IMPROVING THE FINANCIAL LITERACY OF STUDENTS"** in **"EXCEL International Journal of Multidisciplinary Management Studies"**

**"IMPACT OF TEACHER'S OWN PERSONAL FINANCE KNOWLEDGE AND QUALITY OF TEACHING SPREADING FINANCIAL AWARENESS AMONGST STUDENTS OF BANASTHALI VIDYAPITH"** in **"IJRAR"**