



# Abha Jadon

## Business Analyst

Business Analyst with around 3 years of experience in analysing market trends and developing dynamic business strategies for credit cards and retail bank products. Experienced in SQL, trend analysis and PnL forecasting techniques. Excellent problem solving skills and interpersonal skills. Possess a Dual Degree (Bachelor's and Master's) in Electrical Engineering from IIT-Varanasi (2017).

### Experience

#### Business Analyst - 2

##### Analytics and Information Management, CITI, Bangalore

Jul 2019 - Present

##### Insurance Analytics Setup

Nov 2018 - Present

One of the lead members of the Insurance analytics team

- Designed campaigns by implementing lookalike targeting strategy for Life insurance products
- Developed dynamic RM specific targeting strategy for existing clients in Singapore and Hongkong which helped realise 10% of the plan revenue in unprecedented time of COVID-19

##### Investment Client movement analysis

Jul 2019 - Aug 2019

- Analysed Investment client movement and market trends from past four years to understand drivers of Investment activity
- This analysis launched following key campaigns and themes
  - New Onboarding journey to increase engagement
  - Client PnL and Class 1 triggers

#### Business Analyst

##### Analytics and Information Management, CITI, Bangalore

Jul 2017 - Jul 2019

##### PIL Forecast Tool

Mar 2018 - Jul 2018

- Developed revenue forecasting model to measure the 2018 business performance against plan. Forecasted PIL revenue using balance sheet revenue drivers and business knowledge, runoff of existing portfolio using regression
- Tracking of the forecast by comparing with actual data to ensure that the variance is within 2% tolerance

##### Target Client Metrics

Dec 2017 - Feb 2018

- Single handedly created a framework to track 'New to Bank' customers in the mortgage business for Asia Pacific market
- Worked with regional DM and 8 country product teams to understand the mortgage business and to arrive at key parameters to obtain target clients by income base and customer segments

##### Opportunity sizing for GRABTAXI

Nov 2017

- Identified the potential customer base for GRABTAXI to negotiate a partnership, by doing competitor analysis
- Identified opportunity of \$76MM

#### Intern

##### EATON Corporation, Pune

May 2015 - Jul 2015

Competitive Benchmarking and Market research of switchgears

### Personal Info

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 abha.jadon8@gmail.com  
 linkedin.com/in/abhajadon  
 abha-jadon.github.io

### Skills

SAS/SQL	<div><div></div></div>
Java	<div><div></div></div>
MS-office	<div><div></div></div>
Tableau	<div><div></div></div>
MATLAB	<div><div></div></div>
Teradata	<div><div></div></div>
UNIX	<div><div></div></div>

### Education

#### IIT (BHU), Varanasi

IDD (B.Tech + M.Tech), Electrical Engineering

Jul 2012 - May 2017 8.68/10

#### Pragati Vidhya Peeth, Gwalior

Senior Secondary : C.B.S.E.

Apr 2010 - Apr 2011 90.2 %

#### Carmel Convent School, Gwalior

Secondary : C.B.S.E.

Apr 2008 - Apr 2009 89.6 %

### Accomplishments

Citi Bronze award  
Departmental Rank: 3rd (IDD)  
IIT-JEE AIR - 2773

### References

#### Peter Hipolito

Exec Director, Standard Chartered

#### Nikhil Agrawal

Specialized Analyst, CITI