Amit **Tharani**

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SUMMARY

Business Analyst with experience in data-driven analyses; business requirement elicitation; defining deliverables; client relationship management; Timeline management; back-end development. Looking for opportunities in Analytics and Strategy/Management Consulting.

EDUCATION

Information Technology (B. Tech)
National Institute of Technology, Raipur　　　　(2012-2016)
Percentile: 71.4 %

SKILLS

C, C++, Python, SQL Server
MS Office, Statistics, Data Analysis, Client Relations
Business Strategy, Product Management

EXPERIENCE

Business Analyst, Swiggy　　　　　　　　　　(Dec 2017-Present)

Working on fast-paced large-scale problems on Customer experience, Supply, Fraud and Logistics. Proficient in analytics and data visualization domain.
Driving the CX analytics charter for Swiggy Stores.

CX analytics at Swiggy Stores:
1. Deep-dive on bad ratings, identifying correlation with variables and publishing impact on Customer experience.
2. CX Performance alerting system that triggers a mail for metrics beyond the threshold.
3. Built an understanding to gauge bill disparity between store bill and catalog price.
4. Multiple exhaustive analyses on important Customer experience metrics like cancellations, ratings, etc.

Supply Analytics at Swiggy Stores:
1. Defined a Lead Prioritization Framework that decides which Stores to onboard for a city.
2. Created automated business reports for Stores partners for visibility on business performance and highlight issues.
3. Defined and socialized key CX and fulfilment metrics for the Stores team.
4. Built dashboards to track metrics, monitor trends and identify anomalies.

Fraud & Abuse charter:
1. Multiple initiatives to Identify and prevent DE, customer and restaurant Fraud Behavior
2. Defined login throttle limit for consumer app to control abuse.

Logistics Analytics at Swiggy:
1. Analyzed Delivery partner's efficiency and utilization across delivery streams.
2. Analysis to gauge impact of attrition on order loss.
3. Impact of blocking Cash of delivery on orders

Interacted with multiple business, engg and product stakeholders for Data Instrumentation of products like SwiggyGO, Swiggy Stores, help chat bots, Fraud model.
Created Fact layers from scratch for Swiggy Stores

Business Analyst, Analytics Quotient   (Aug 2016-Dec 2017)

Analytical modelling, eliciting business requirements; preparing timelines, wire frames, presentation decks, reports and communicating insights; tracking project life-cycle; Back-end development: defining Database elements, writing SQL procedures and performing quality control checks. Acted as liaison between client and tech, ensuring dashboards hold up to highest quality of standards over and above utility.

Clustering Analysis for Beverage Consumption
Identifying consumer groups with similar consumption behavior based on choice of beverage (category), time and reason of consumption. Applications: Activating the right beverage portfolio for the right consumer; Profiling consumers to target. Method: Hierarchical clustering. Tools: R, SPSS, Excel.

Algorithmic Trading Analysis Dashboard
A web-tool that summarizes daily as well as historic algorithmic trading of stocks; provides detailed Order analysis with volatility and market index comparison; timeline analysis; identifies actionable trends and schedules reports.

Beverage Availability Management Dashboard
A tool that assess a product's availability across regions and stores; assists in goal management by enlisting outlets to focus based on impact to availability; provides scorecard and heatmaps to review targets/performance; reports availability trends.

Other Projects
1. A Talent management tool that provides business unit managers the ability to draft employees for projects based on experience, competency, language proficiency and current availability.
2. Excel & PowerPoint based dashboard to track tea segment's shares across Business units and provide summarized reports.
3. Net Promoter Score based dashboard for a telecom Giant.
4. A brand tracker tool (for a telecom giant) that compares performance indicators and trends against competition.

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PROJECTS   **PRoPHET Routing, Delay-Tolerant Networks**   (Jan-May 2016)
- Final Semester Major Project, NIT Raipur.
- Simulation Platform**: ONE Simulator.**
- Comparative study of DTN routing protocols for opportunistic networks; detailed Analysis of PRoPHET Routing Algorithm and proposed a modification that improved message delivery probability by **10-15%** and reduced overhead ratio by **10%.**

Marbellous, Windows Game   (June 2015)

- Developed a graphical puzzle game in C++ using **Visual Studio** and **SFML** library.
- Project URL: github.com/amittharani/marbellous-sfml.
- Game incorporates mechanics like collision, textures and shadows and it features music, a scoring system and a simple intuitive interface.
- Responsibilities: Wire framing, project management, development, level design, prototyping, UAT and incorporating feedback.

KRYPTOS, Android Game   (August 2014)

- An application to participate in the online treasure hunt presented by Technocracy, the technical committee of NIT, Raipur. Launched on Engineer's Day and registered 1000+ users.
- Experience: **Android Development**, **Design consistency** across platforms, coordinating Technical Fest.

ACTIVITIES

- Member of Technocracy, the technical committee of NIT Raipur.
- As a coordinator and mobile dev head at Technocracy, performed diverse roles and responsibilities in organizing the technical fest, Aavartan.
- Blog: Founder and author at SiliconBloggers.com (Defunct)
- Perennial traveler and couchsurfer. Backpacked solo in 8 countries so far.
- Mountain biking and trekking. Biked down from the peaks in Zermatt, Switzerland.