**Ankita Dhawan**

E-mail id: [ankita.dhawan05@gmail.com](mailto:ankita.dhawan05@gmail.com) /ankita.dhawan92@yahoo.com Mob:+91-9958340753

Address: D-602, The Five Summits Address, Whitefield, Bangalore



**Career Objective**

Utilize the potential opportunity to be innovative and to use my technical and professional skills to work on challenging projects

**Summary**

* Developed data-driven insights & solutions with advanced analytics (machine learning and statistical models) to extract insights from varied data sources. Have relevant 3 years of experience in Data Analytics, Predictive modeling, Visualization, Hypothesis Testing, NLP, Customer Segmentation, Time Series Forecasting, Regression Modelling etc in industries like Retail, Ecommerce and Pharmaceutical etc. Experience with common Data Science toolkits, such as Python, R, and PowerBI.
* Completed Data science certification with specialization in Machine Learning in R and Python from Analytixlabs.

# Technical Skills

|  |  |  |
| --- | --- | --- |
| **Analytics Tools** | **Analytics Techniques** | **Applications** |
| Python ,PowerBI ,R, SPSS, Excel, SQL | Basic Statistics (Hypothesis testing, stats methods), Text Analytics(NLP), Visualization, Classification and Regression Analysis, Cluster Analysis, Forecasting, Ensemble Methods etc | Data Analysis, Reports and Dashboards, Data Preparation, Predictive modeling |

**Work Experience**

**Quantzig, Infiniti Research 10-01-2022 till date**

Designation: Associate Analytics Consultant

**Work Experience**

* Data cleaning and preparation, extraction
* Defining Business Problem depending on client requirements and understanding the data with respect to the business problem.
* Building predictive models and deploying the solution through visualization reporting/dashboards and using techniques like regression analysis, classification, NLP (sentiment analysis). Performing predictive and prescriptve analysis as a part of analytical solutions to business problems.

**Project1: Regression Model to Predict Customer Conversion Rate for a Multinational Pharmaceutical Company**

Built a POC to predict customer conversion rate for the client based on their sales and Amazon Reviews. Cleaned and prepared the datasets for data pre-processing, performed visualizations, feature selection and model building in python to do a driver analysis.

Text Analytics: Mined Amazon Reviews through Topic Modelling by doing Latent Dirichlet Allocation and calculating sentiment scores in understanding the relevance of reviews in driving the overall customer conversion rate.

**Project 2: Performance Enhancements of Reactive Web Apps for a Multinational Frozen Food Company**

Performance enhancements for the client’s Business Web Applications on Outsystems (a low code, no code platform) with Integrations in Microsoft Azure. Project Pipeline in DevOps.

**Indian School of Business 2019- 2022**

Designation: Research Associate

**Project 1: Segmentation of Deprived Districts of India in Education, Healthcare & Banking**

Developeda multi-dimensional poverty index by clustering rural districts of India based on the presence of basic infrastructure facilities in education, banking and healthcare. Extracted Dataset from Mission Antayoda Survey, 2019 and used **K-Means Clustering and PCA** in Python to develop the deprivation index. Prepared an online interactive dashboard through a web application for the same.

**Project 2: Research Report for Impact Assessment of Goldman Sach’s 10K Women Entrepreneur Program:** Developed a research proposal for Goldmach Sach’s for an Impact Assessment study of the 10K Women entrepreneur program. As a part of the project, designed the research methodology and surveys to administer to over 3000+ respondents. Used Descriptive Analytics and Visualizations in Excel and R.

**Bharti Foundation 2018-2019**

Designation: Senior Executive. Worked in Project Execution, Data Management & Research

**Project: Assessing the Learning levels of Primary school children of Delhi Government Schools.**

Collected data through primary level school tests (prepared by Bharti Foundation) of 6000+ students of Delhi government schools to assess learning levels. Prepared education reports for state government officials through interactive dashboards, summary reports and visualizations using Excel.

**NR Management consultants 2015-2017**

**Project: Exploratory Data Analysis on Access to Healthcare and Education in rural districts of UP and Punjab**

Designation: Assistant Manager. Worked as researcher in designing projects, collecting & analyzing data.

Designed survey tools and collected data from 8000+ respondents across 2 states of India to assess the access and utilization of government infrastructure in healthcare and education using Excel and SPSS.

**Academics**

* 2015, **Masters (Social Work with First Class) from Christ University, Bangalore**
  + **Scored 93% in Statistics for Research in Masters, Christ University, Bangalore**
* 2013, **B.AHons. (Philosophy)** from Delhi University with First Division

**Academic Projects (Proof of Concepts)**

**Project 1: Predicting Sales Volume of alcohol using a Forecasting Model for a Canadian Company**

**Objective:** Built a time series forecasting model to understand the sales volume of beer for a company over a time period of 5 years and the impact of COVID on sales.

**Project 2: Network Intrusion Detection**

**Objective:** built a network intrusion detection system to detect anamolies and attacks in computer networks for ensuring greater cyber security. Used binomial and multinomial classification models in Python.

**Project 3: Predicting Credit Consumption**

**Objective:** The project aimed at understanding consumption patterns for credit cards at the consumer level to assess customer relationship management in order to strategize better marketing plans. Built a regression model to predict credit card consumption using evaluation metrics such as RMSPE.

**Project 4: Customer Segmentation to define marketing strategies for an E-commerce Company**

Perform Customer Segmentation using RFM Modelling and K-Means Clustering. Also did a market basket analysis to understand which items are being sold together and Predicting Customer Lifetime Value.

**Hackathons**

* The Kaggle Tabular Playground Series, 2021
* Predicting CTR (click through rate action) of an email campaign, Data Hack, Analytics Vidhya.
* IndiaPulse Hackathon@ISB

**Awards**

Awarded ‘1st Prize’ in the IndiaPusle Hackathon@ISB Insights in preparing a multi-dimensional poverty index. Did Clustering Analysis on deprivation of basic infrastructure facilities in education, banking and healthcare in rural India.