Anusha Kaushik

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Result-oriented professional specializing in **Data Analysis** with a focus on forecasting business trends and providing valuable insights for process optimization and corporate growth.

👤 PROFILE SUMMARY

- Offering **nearly 5 years** of experience in **data organization, modeling, and analysis** across various industries, with expertise in **market research and business trend forecasting.**
- Successfully created a **benchmarking tool** for the e-grocery industry, empowering clients to evaluate their performance against industry standards and drive strategic decisions.
- Simulated, designed, developed & deployed computationally complex and practical data; built and delivered comprehensive **data strategy roadmap**; ensured final deliverables were of the highest quality
- Evaluated data findings to communicate findings in a clear, structured manner; developed **cordial relations with stakeholders** and rendered guidance
- Enhanced **data collection procedures** to include information that was relevant for building analytics systems
- Developed **innovative business solutions** to improve revenue, quality and product performance and reduce cost by leveraging combination of domain knowledge, data science & data engineering skills
- Proficient in utilizing a diverse set of tools such as **Alteryx, Excel, Python, SQL, Power BI, and Tableau for data analysis,** modeling, and dashboard creation, ensuring comprehensive insights for strategic decision-making and process optimization.
- Achieved improvement in shipment dispatch insights and cost adherence through the development and implementation of a Logistics Tracking Dashboard in Power BI, streamlining logistical operations for enhanced efficiency.

🎓 EDUCATION

MBA (Analytics & Data Science) | Jul'23-Present
Manipal University, Jaipur

B.Tech. (Biotechnology) | 2015-2019
Meerut University of Engineering & technology | 75.9%

💼 WORK EXPERIENCE

Apr'23-Present | Data Analyst | Boston Consulting Group, Bangalore
Projects:
Logistic Operations:
- Developed a Logistics Tracking Dashboard using Power BI, incorporating data preparation and transformation facilitated by Alteryx.
- The dashboard is specifically engineered to provide detailed insights into key logistical metrics such as shipment dispatch, vehicle type utilization, and adherence to cost parameters.
- Aimed at optimizing logistical operations, the dashboard serves to enhance overall efficiency and performance within the logistics domain.

Supply Chain Management Supplier Negotiation
- Formulated a comprehensive strategy focusing on channel excellence, next-generation sales, and personalized experiences for an electronics retailer.
- Leveraged Alteryx and Excel to prepare and refine data, establishing a robust framework for implementing customized customer engagement strategies.
- Developed a Power BI dashboard utilizing insights from an internally developed tool, designed to optimize end-to-end supplier negotiations and streamline operations effectively.

Supply Chain Management Initiative Tracker
- Created an Initiative Tracking Dashboard for a prominent German multinational, facilitating weekly real-time monitoring of initiative maturity.
- Utilized Power BI to develop the dashboard, incorporating data transformation directly within the platform.
- The dashboard serves as a dynamic tool to enhance organizational oversight, ensuring timely tracking and assessment of initiative progress.

Procurement Optimization
- Crafted a procurement optimization strategy tailored for a prominent retail corporation.
- Implemented a Power BI dashboard to streamline harmonization and sourcing operations across four distinct markets.

⚙️ CORE COMPETENCIES

Data Visualization	Business Intelligence
Process Optimization	Market Trend Forecasting

- Corporate Growth Strategies
- Strategic Decision-making
- Data Analysis & Modeling
- Market Research & Analysis
- Forecasting Business Trends
- Cross-functional Coordination

⚙️ TECHNICAL SKILLS

Programming Languages	: Python, SQL
Tools	: Power BI, Tableau, Alteryx
MS Office	: Excel, Word, PowerPoint

🎓 CERTIFICATIONS

- Post Graduate Program in Data Analytics
- PG-DA in Data Analytics with Python
- PGP DA in Tableau Training

– Addressed analytical and coordination requirements essential for cross-country decision-making processes.
– Leveraged Alteryx for data preparation, ensuring the accuracy and efficiency of the procurement strategy implementation.

Benchmarking for E-Grocery
– Engineered a sophisticated benchmarking tool specifically tailored for the e-grocery sector.
– Empowered clients to assess their performance against industry benchmarks and simulate the ramifications of strategic decisions on profit & loss statements.
– Utilized Tableau for advanced visualization capabilities, ensuring intuitive interpretation of data.
– Employed Excel for efficient test data management, facilitating seamless testing and validation processes.

Benchmarking for Clients Digital Marketing Maturity
– Performed an extensive evaluation of a client's digital marketing maturity, focusing on four key dimensions: Data-Driven Targeting, Automated Activation, Measurement & Attribution, and Organizational Collaboration.
– Delivered actionable recommendations aimed at propelling the client towards higher maturity levels in digital marketing.
– Examined the client's proficiency across multiple facets of digital marketing strategy, offering strategic insights tailored to each dimension.
– Provided detailed analysis & strategic guidance to enhance the client's digital marketing capabilities & achieve greater effectiveness & efficiency.

Highlights:
– Spearheaded the development of a Logistics Tracking Dashboard in Power BI, enhancing insights into shipment dispatch and vehicle utilization.
– Implemented a data-driven strategy for channel excellence and personalized sales for an electronics retailer, resulting in a XX% increase in sales revenue, showcasing the impact of data analytics on business growth.
– Led the development of an Initiative Tracking Dashboard for a German multinational, improving initiative maturity tracking efficiency and enabling timely decision-making for project management.
– Orchestrated a procurement optimization strategy for a leading retail company, harmonizing sourcing across markets and addressing analytical needs.
– Designed a benchmarking tool for the e-grocery sector, allowing clients to simulate strategic decisions' impact on profit & loss statements.
– Conducted a comprehensive analysis of a client's digital marketing maturity, providing actionable recommendations for advancement.

Apr'22-Apr'23 | Reporting Executive | YouGov, Bangalore

Project: PPT Automation
– Employed Pandas for in-depth data analysis, leveraging its capabilities to extract meaningful insights.
– Utilized Tableau to craft visually compelling dashboards, effectively communicating key findings to relevant stakeholders.
– Produced PowerPoint reports utilizing the Python pptx library, integrating charts and tables to interpret consumer behavior, market conditions, marketing performance, trends, and investment levels.
– Delivered actionable insights aimed at enhancing marketing strategy, bolstering brand health, and driving product sales, resulting in a substantial increase in company profit by approximately 10%.

Oct'19-Apr'22 | GolbalData Plc., Hyderabad

Growth Path: Associate Analyst → Analyst

Analyst | Apr'21-Apr'22

Responsibilities:
– Engaged in the development of databases focused on medical procedures and surgical interventions within the realms of Biotechnology and Healthcare Analytics.
– Established a comprehensive database encompassing medical interventions and surgical procedures across major countries.
– Delivered valuable insights to diverse clientele through in-depth analysis of procedural databases, employing data visualization tools such as MS Excel and Tableau to present findings effectively.

Highlights:
– Produced over 60 reports pertaining to COVID-19, covering aspects such as job postings, influencer sentiments, and pipeline products., contributing to the company's profitability, resulting in a notable increase of approximately 20%.
– Crafted and distributed 13 press releases that have been featured in a variety of reputable journals and media outlets.

Associate Analyst | Oct'19-Apr'21

Responsibilities:
– Participated in the collection of data for the Brand Pricing Project, creating charts for comparing pricing using Tableau.
– Co-authored a white paper on assessing the impact of COVID-19 on medical procedures in the United States.
– Contributed to the extraction of procedural numbers from country-specific registries.

Highlights:
– Recognized with the Fast Tracker Award in Jan'21 for authoring 37 reports in a single year.

PERSONAL DETAILS

Address	: Yelahanka, Bangalore, 560063
Date of Birth	: 13th February 1998
Languages Known	: English and Hindi