

ARCHITA RAY

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EDUCATION

Purdue University, Daniels School of Business

Master of Science in Business Analytics and Information Management (STEM)

West Lafayette, US

August 2024

SRM Institute of Science and Technology

Bachelor of Technology in Electronics & Communication Engineering

Chennai, India

May 2019

SKILLS

Programming Languages: SQL, Python (NumPy, Pandas, Matplotlib, Beautiful Soup, NLTK, Scikit-Learn, Keras), R
Certifications: Google Advanced Data Analytics Professional, Tableau, Azure (AZ-900), AWS Cloud Practitioner
Software & Platforms: MySQL, Jupyter, SAS EM, Excel (@Risk, Minitab, Solver), GCP, OBI, ODI, MS Projects, Power BI, SmartSheets

PROFESSIONAL EXPERIENCE

Kearney (Purdue Student Labs)

Analytics Consultant

Indianapolis, United States

Jan 2024 – Apr 2024

- Spearheaded a multifaceted data analysis blending qualitative (Google Form surveys) and quantitative methods (regression & conjoint analysis) to identify core drivers of employee attrition, yielding a 4% tentative retention enhancement at CPG warehouses.

Flipkart (Formerly Myntra)

Data Analyst (Central Lead FC)

Bangalore, India

March 2021 – March 2023

- Automated generation of pendency and losses report using R and SQL to provide live hourly insights on various KPIs with 100% data accuracy to track and prevent potential losses of 80,000 USD monthly.
- Built and monitored the health of 40+ live reports in Excel and Data Studio dashboards to evaluate the return quality of different suppliers, improving conversion rate (item reintegration to inventory) by 41.2%.
- Created metrics and leveraged Tableau for data visualization to enhance warehouse operations visibility by up to 97%, collaborating with leadership to identify bottlenecks and improve re-inventorization from 91.7% to 96.4%.
- Improved quarterly productivity goals for various warehouses by analyzing employee workflows and lead times of warehouses via Google Forms and Data Studio thereby lowering the total cost of operation by \$6,000 / month.

IBM

Associate Systems Engineer

Bangalore, India

January 2020 – December 2020

- Performed ETL jobs and debugged loads on Oracle Data Integration to ensure seamless data transfer with 97% accuracy from Siebel DB to Oracle data warehouse while maintaining data quality and transformation integrity.
- Optimized existing client reports through OBIEE, incorporating data modeling techniques for timely updates.
- Managed bi-weekly meetings with a key Energy client to drive consistent data infrastructure version upgrades.

Mu Sigma

Trainee Decision Scientist

Bangalore, India

September 2019 – December 2019

- Delivered demand forecasting on mock data and performed analyses, including univariate time series analysis.
- Conducted sentiment analysis on tweets to gauge customer reactions to a client company's new product launch.

PROJECT EXPERIENCE

- **Airbnb Success Factors in Houston:** Unveiled pivotal factors for Airbnb superhost status and earning potential in Houston, leveraging statistical models: polynomial regression (86% Valid R2) for occupancy rating prediction, and Random Forest (84.89% Valid R2) for overall property rating.
- **Email Campaign Optimization:** Revitalized campaign strategy at ASP OL Media, achieving a 12% performance boost through meticulous analysis of critical metrics using advanced SQL queries & DBMS principles.
- **TikTok's claims classification:** Developed a predictive model differentiating claims from opinions of videos, using Random Forest, Gradient Boosting, and XGBoost, achieving an exceptional 98.04% recall with the best model.

LEADERSHIP ACTIVITIES, AFFILIATIONS, HONORS

- Led monthly SQL and Tableau workshops, empowering warehouse staff & business stakeholders for real-time production monitoring resulting in a 17% boost in warehouse productivity.
 - Future Edelman Impact Award: Purdue Finalist (2024) for capstone project's business impact (awaiting results).
 - Led seamless onboarding, training, and mentoring for one member; acted as analytics SME for the 8-member team.
- Open to Relocation*