ARCHITA RAY

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EDUCATION

Purdue University, Daniels School of Business   **West Lafayette, US**
Master of Science in Business Analytics and Information Management (STEM)   **September 2024**

SRM Institute of Science and Technology   **Chennai, India**
Bachelor of Technology in Electronics & Communication Engineering   **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)   **Indianapolis, United States**
Analytics Consultant   **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)   **Bangalore, India**
Data Analyst (Central Lead FC)   **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   **Bangalore, India**
Associate Systems Engineer   **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   **Bangalore, India**
Trainee Decision Scientist   **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