

# ARCHITA RAY

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## EDUCATION

**Purdue University, Daniels School of Business**

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

**SRM Institute of Science and Technology**

*Bachelor of Technology in Electronics & Communication Engineering*

**West Lafayette, US**

**September 2024**

**Chennai, India**

**May 2019**

## SKILLS

**Programming Languages:** SQL, Python (NumPy, Pandas, Matplotlib, Beautiful Soup, NLTK, Scikit-Learn, Keras), R

**Certifications:** Tableau, Google Advanced Data Analytics Professional, Microsoft Azure (AZ-900), AWS Cloud Practitioner

**Software & Platforms:** MySQL, Jupyter, SAS EM, Excel (@Risk, Minitab, Solver), GCP, OBI, ODI, MS Projects, Power BI

## PROFESSIONAL EXPERIENCE

**Kearney (Purdue Student Labs)**

*Analytics Consultant*

**Indianapolis, United States**

**Jan 2024 – Apr 2024**

- Spearheaded a multifaceted 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*

**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, Data Studio, and Tableau dashboards to evaluate the return quality of different suppliers, improving conversion rate (item reintegration to inventory) by 41.2%.
- Created metrics to increase visibility on warehouse operations by up to 97% and partnered with leadership to identify operational bottlenecks and boost re-inventorisation 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 Database to Oracle data warehouse while maintaining data transformation integrity.
- Optimized existing client reports through OBIEE ensuring timely updates and data integrity.
- Managed bi-weekly meetings with a key Energy client to drive consistent data infrastructure version updates.

**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 R<sup>2</sup>) for occupancy rating prediction, and Random Forest (84.89% Valid R<sup>2</sup>) 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 TikTok predictive model distinguishing claim vs. opinion videos, leveraging 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).
- Open to Relocation*