

Khusboo Buddhadev

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Work Experience

Data Analyst Intern

EZLynx, Dallas, TX

May 2018 – Present

- Synthesized survey data from EZLynx customers and performed Statistical Analysis and Sentiment Analysis to predict customer retention
- Created a dashboard for the Executive team to track company performance to derive informed business decisions targeting to improve the Customer Effort Score by 13%
- Applied Machine Learning Algorithms to derive a customer buying pattern resulting in 23% time optimization for the Sales Team and created visuals to demonstrate the potential sales of EZLynx Products
- Collaborated with Subject Matter Experts from Data Architect teams to build the Data Warehouse model
- Created stored procedures and performed unit testing to ensure successful deployment in production

Decision Scientist (Rapid Improvement Team & Central Operations Team for a UK Retail giant)

Mu Sigma Inc. Private Limited, Bangalore, India

Jul 2015 – Oct 2016

- Improvised the design mechanism of estimating delivery van routes resulting in 11% delivery time optimization by implementing Linear Programming and Network Modelling Algorithms
- Reduced the lost sales by 8% by proposing business rules to identify potential product abusers
- Downturned abuse of top 400 fast-moving online products by 7% by implementing limits per unit per online order, to provide sufficient inventory for genuine customers
- Increased the Customer Satisfaction score by 9%, over a period of 3 months, by offering actionable insights for resolution of the 6 pain points of a customer journey
- Analysed and translated business, data, functional, and user requirements and business rules into analytic and reporting requirements, data models and metadata deliverables by leading and guiding discussions internally with the project team and externally with business and technology partners

Projects

Managing Digital Strategies

- Devised a strategy plan for implementing Augmented Reality in Logistics

Data Visualization

- Modelled overall performance of IVY League schools vs. Regular schools and proposed recommendations to the graduate program of a Texas based university

Skills & Certifications

Database & Technical Languages: MySQL, SQL Server, R Programming, T-SQL, Hive, Microsoft Visio

Analysis Tools: R Studio, Python, Tableau, Power BI, Logi Analytics and Microsoft Excel (Advanced)

Other Tools: ER Studio, Katalon Studio for Testing Automation, JIRA for Agile Management, GitLab

Machine Learning Algorithms: Text Mining, Sentiment Analysis, Topic Modelling, Clustering, Linear Regression, Association Rule Mining

Google Analytics Individual Qualification – Google Academy for Ads

AdWords Fundamentals – Google Academy for Ads

Education

University of Texas at Dallas, USA

May 2019

M.S. in Information Technology and Management

3.83/4.0

Courses: Statistics & Data Analysis, Data Management, Data Visualization, Prescriptive Analytics, Business Analysis with R, Management Consulting, Organization Behaviour, Managing Digital Strategies

Dean's Excellence Scholarship Recipient

University of Mumbai, India

May 2015

B. E. in Electronics & Telecommunications

3.60/4.0

Leadership Experience

The Research Club (Peer Learning Platform) – Treasurer and Corporate Affairs Chair

Indian Student Association (Socio-Cultural Association) – Events Officer