CHANDRIKA BATRA

Summary

Data Analyst with 4+ years experience in statistical data analytics and proficient knowledge in statistics and data science.

Employment

JCPenney
Data Analyst

Bangalore, India
Sep. '19 to Current

- Initiated and led the development of a **labor forecasting model** to define optimal associate headcount for 845 stores.
  o Developed an ensemble time series algorithm using R to predict sales. Incorporated 3 time series models; **Prophet, Holt-Winters Exponential Smoothing and ARIMA**, providing a sales forecast with a MAPE below 10% as a production-ready solution.
  o Analyzed sales trend and labor productivity to define optimized labor hours and budgets.
- Developed an **ensemble time series forecasting model** to predict SKUs delivery to stores, with accuracy over 85% week over week, optimizing weekly labor budget in inventory stocking.
- Developed a **store performance model** of key operations impacting performance.
  o Profiled 650 stores into 20 clusters using unsupervised **K-means clustering** and measured variable importance using **Random Forest**.
  o Analyzed store metrics across clusters, including **correlation analysis** and **multivariate outliers** using Mahalanobis distance.
  o Developed an **interactive Tableau dashboard** to deliver key actionable insights to store leadership.
- JCP internal **trainer and SME for R**. Taught over 100+ associates across JCP India. The course website and syllabus: cbatra9.github.io/R-Resources.

JCPenney
Associate Analyst

Bangalore, India
Jul. '18 to Aug. '19

- Forecasted weekly customer orders for "Buy Online Pick-up in Store" using **Seasonal ARIMA time series model**, providing a 90% accuracy week over week and optimized the staffing budget for the omnichannel desk.
- Mined unstructured textual data using **Natural Language Processing in R** to understand the types of customer experience issues at a regional/district level and the magnitude of problems YoY.
- **Initiated key process improvements** and drove speed to market by automating reports for the Strategic Sourcing & Omnichannel teams using object-oriented programming (OOP) in Python.
- Analyzed and maintained customer survey and transaction data in R and database - SQL Server Management Studio.

Eminent Craft
Business Development Associate

Edgewater, NJ, USA
Jan. '17 to Feb. '18

- Worked with e-commerce retail team to perform market research and analysis in NYC.
- Launched **analytics-enabled marketing campaigns** using Mail Chimp and Google Analytics to track performance.

Projects

Data Science Projects
A compilation of projects using R and Python libraries: cbatra9.github.io/projects

Contact

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Education

NEW YORK UNIVERSITY   Aug. '13 to Jan. '17
Bachelor's Degree in Economic Policy
Key Courses: Statistics, Econometrics, Mathematics for Economics, Info Tech in Business and Society

Skills

STATISTICAL TOOLS
R (tidyverse, Rmarkdown)
Python (pandas, matplotlib)
Excel/VBA

DATA VISUALIZATION TOOLS
Tableau
R ggplot
R Shiny
Microstrategy

RELATIONAL DATABASES
SQL Server Management Studio
Oracle Business Intelligence
Toad for Oracle
Datameer

BIG DATA
HadoopMapReduce

SPECIALIZATION
Predictive Analytics
Time Series Forecasting
K-Means Clustering
Text Analytics
Dashboard and Storytelling

Certifications

Data Analyst with R · Datacamp	Nov. '19 to Feb. '20
Data Analyst with Python · Datacamp	Apr. '20 to Aug. '20