

**MANUSHI KAUR** Phone: +91 9136473754

MIS Data & Quality Analyst || Business Intelligence || MBA-Business Analytics

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## **EXPERTISE**

- Requirement gathering, UAT, Project Management, Stakeholder Management, Team Management & Client Support
- Business Analysis
- Budget & Cost control, Process Flow, Business process model, solution strategy and architecture, designing wireframes
- Solution Designing, architecture, planning & implementation
- Agile Methodologies

## **TOOLS & TECHNOLOGY**

- GCP, BigQuery, DataFlow, Cloud Pub/Sub, dataproc, SQL, PowerPoint, Qlik View, Power BI, Tableau, Data Studio, Git, Jira, Confluence

## **EDUCATION**

- MBA in Business Analytics from Great Lakes Institute of Management in 2018 (90%)
- B.Tech in ECE from MDU, Rohtak in 2008 (70%)

## **Career Objective**

To leverage my 15+ years of reporting and analytics experience towards making a positive impact for the stakeholders by improving user experience in the company with the help of innovation, process optimisation, product & marketing improvement.

## **Work Experience**

### ***AirAsia***

#### ***Manager Data Analytics (Dec 2020- Present)***

- Manage team of 15, ranging from interns to Lead DAs, and collaborate with business development, product, operations, finance, marketing & data team to derive insights from our customer transactions and profiles to drive product improvement, portfolio cross-sell and up-sell
- Identify trends and opportunities from the data and influence product roadmaps, suggesting relevant AB Tests to improve user experience
- Creating a value driven data & analytics roadmap, prioritising analytics use cases that bring value in relation to existing business challenges
- Develop dashboards in Tableau/Data Studio to track relevant metrics & giving recommendations to help business grow. Eg. Suggesting new routes after doing competition analysis, suggesting price changes after doing competitor price comparison for each route, Customer Targeting for ancillary sales to boost ancillary revenue
- Preparing sales presentations with service offerings & ROI
- Designing solution in BigQuery data warehouse, ETL, architecture, planning & implementation
- Determine problem domain & record in design solution document
- Determine technical risk & issues & suggest mitigation options
- Ensuring data governance in the GCP & Data.world
- Project documentation & preparing workflow in Jira/Confluence

### ***Allianz***

#### ***Data Analysis Manager (Jan 2019 - Nov 2020)***

- Digital Transformation Manager – leading various projects and engaged with vendor on app development for life insurance
- Understand the key issues of the business process (customer on-boarding, customer and agent engagement and claims) and create a counterproposal to improve its management and operation.
- Work as a project member and create key deliverable (e.g. Assessment documents, Business Process Flow, Wireframe, Business Requirement Definition, Fit & Gap analysis with system functions in a business application)
- Documenting user stories in Confluence and JIRA. Prototype development review and implementation of tasks in an Agile Environment.
- Support managers for recruiting new employees, finding alliance partners and its reporting to the Headquarter, preparing SOPs and providing process related trainings
- Preparing Dashboard in Tableau and PPTs representing different life Insurance KPIs using BQ & GCP
- Conducting POCs with vendors, preparing NDAs and SOWs

## **WNS GLOBAL SERVICES**

### ***Deputy Manager- Business Intelligence (Jan 2015 - Dec 2018)***

- Propose appropriate measures to fill gaps using IT or non-IT solution- Negotiate and facilitate key discussions
- Work closely with project managers to deliver appropriate consulting service.
- Support pre-sales and creating a proposal for a consulting project.
- Evaluate the given problem, situation and crisis; investigate for solutions using data analysis practices and prepare analysis reports
- Preparing FMEA document for the process and performing RCA in case of any internal/external error encountered
- Performing gap and risk analysis to identify and prioritise areas for organisational performance improvement

## **Genpact**

### ***Business Analyst (Oct 2010 - Dec 2014)***

- Managing a team of 8 members and responsible for NA region reporting and analysis.
- Creating Training documentation and providing training to new joiners regarding the process.
- Communicating with client regarding business requirement and providing appropriate solutions for saving TAT.
- Initiated Visual Management for better visibility of the process flow.

## **Toluna**

### ***Quality Analyst (Jul 2008 - Sep 2010)***

- Performing Requirement Analysis, design analysis and analysing the impact due to changes in requirements during the execution of the project.
- Identifying the test cases and test Scenarios to validate all requirements and functionalities.
- Test execution and Logging the defects. Analysing the root cause of the defect and providing the required inputs to development team for quicker resolution.

## **Achievements**

- Won Silver Award for best performer of the year
- Won LCD TV as an award for consistent performer throughout the year
- Won Knight of KC award from client