

SHIVANGI PANDIT

BUISNESS ANALYTICS

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OBJECTIVE

Specialized in **Digital Analytics**, looking forward for new learning opportunities especially in **Data Science** field.

SKILLS

- Web analytics
- Adobe Analytics
- Google Analytics
- SAS EBA/E-Miner
- Advanced Excel
- Basic SQL
- Google Data Studio
- QlikView
- Predictive Modeling
- Insight Generation
- Certification in 'Data Science' program by IIMK
- Azure Fundamentals Certification AZ-900

WORK EXPERIENCE

ANALYTICS SPECIALIST • ACCENTURE SERVICES PVT LIMITED • FEB 2015-PRESENT

- **Project Management:**
 - Proactively managing important and time-sensitive deliveries.
 - Balancing stakeholder expectations with those of the company
 - Working collaboratively with other team members to establish efficient systems of operation.
 - Contributing continuously to the improvement of the process for smooth deliveries.
 - Managed team size of 4 with Resource allocation and utilization based on skill sets and priorities.
- **Strategic Planning:** Planning of entire project in terms of deliveries to meet client expectations within the budget and resources allocated.
- Support client in marketing campaigns with use of Campaign analytics and web analytics using digital analytics tools such as Adobe Analytics.
- Monitor websites and recommend changes to clients to assist in conversion using Adobe Analytics.
- Analyze email campaigns in terms of various metrics like open rate, bounceback rate etc. and recommend modifications to increase open rate.

➤ Web Analytics:

1. Increased the visitor traffic on website by identifying keywords for search optimization using Adobe Analytics. Tools used: Adobe report builder, adobe workspace, Adobe admin console.
2. Lead analysis-Identified better leads and how to increase conversion using adobe analytics.
3. Analyzed the open rate for email campaigns and suggested time to send campaigns so that the conversion would be more effective.
4. Tag validation of all events to be fired using Adobe Debugger.
5. A/B testing for experimentation using adobe target. Creation of hypothesis, checking feasibility and documentation of all experimentation steps.
6. HyperAnna Auto Insights generation tool for creating useful presentations for business review meetings.
7. Familiar with E commerce website sign up flows and engagement metrics.

ANALYTICS MANAGER • ICICI SECURITIES LIMITED • JUNE 2011- FEB 2015

- Analyzing Business trends and thereby suggesting strategic inputs & interventions as required, resulting into overall business development.
- Aid cross sell/up sell activities using modeling techniques.
- Identified Critical success factors, constraints, draws inferences and builds trends.
- In-depth analyses of new prospects, highlighting the key areas for strategic decisions, understanding customer behavior for value-addition and greater retention, and developing insights to meet specific business needs on ad-hoc basis.
- Predictive Modeling:
 1. Created a successful model to predict the re-activation of customers who have stopped trading using logistic regression in SAS EBI
 2. Created a successful model to predict the customers who have likely to buy fixed income products/mutual fund in next month using logistic regression in SAS EBI
- Text Analytics: Effectively identified feedback entered by

sales team using text analytics in SAS E-Miner thereby targeting desired set of customers for cross sell & up sell activities.

- Revision of Mutual fund Commission analysis: Based on SEBI & AMFI regulation revised the commission structure for mutual fund scheme using simulation techniques.
- Cost-Benefit Analysis: Checked the feasibility of increasing sales force for mutual fund campaigns in stores using cost benefit analysis.
- Cluster Analytics: Effectively implemented campaign on target customer segments identified using cluster analytics in SAS E-Miner; Identified quality customers thus improved the acquisition process.
- Investor Sentiment Index: Created an index to measure sentiment of investors towards market using different variables.
- Cross sell/Up sell activities: Effectively targeted customers for cross sell/up sell based on different hypothesis testing using transactional behaviors & demographics of customers.
- Customer Up-gradation Analysis: Analyzed trading behaviors of customers to up-grade them to products with higher complexity for more retention
- Customer Lifetime Value: Analyzed CLV of customers to identify which customers need to be retained.
- Target-Setting: Set annual targets for various teams for re-activation of inactive customers and aided in the automation of the mapping process.
- Campaigning of Research Reports: Analyzed trading behavior to prioritize the most preferred stocks of customers for research recommendations.

PATNI COMPUTER SYSTEMS LIMITED (MAY 2010-JUNE 2010)
SUMMER INTERN, ACCOUNTS PAYABLE DEPARTMENT

- Identifying gaps and suggests improvements in Accounts Payable Process
- Scrutinize vendor bills

CONJOIN SOLUTIONS PVT. LIMITED (FEB 2009-SEP2009)

TELECOM BILLING ANALYST

- Processing of EDI data through EDI adapter.
- Maintenance of cost related to inventories.
- Vendor interaction for the procurement of EDI data.

EDUCATION

MMS-FINANCE • 2011 • SNDT UNIVERSITY • RESULT-77%

- Won 1st prize in Taxation named “Nana Palkhiwala Award” by SNDT University.
- Participated in Management games held at Thakur Institute of Management Studies, Mumbai.
- Participated in ‘Mock Stock’ conducted by Lala Lajpat Rai Institute of Management Studies, Mumbai

B.E(EXTC) • 2008 • PUNE UNIVERSITY • RESULT-61%

- Participated in ‘Project Competition’ held at ‘Maharashtra Institute of Technology, Pune.’
- Participated in ‘Telecommunication & Electronics Engineering Students Association (TEESA)’ activities.
- Organized ‘Non-Tronix’ event in ‘M-Pulse’ held at Modern College of Engineering.
- Worked as a volunteer in ‘State Level VLSI Design Workshop’ held at ‘Modern College of Engineering’.

CO-CURRICULAR ACTIVITIES

- Active member of placement committee at JDBIMS
- Participated in ‘Juhu Beach Cleanup Campaign’ conducted by Janakidevi Bajaj Institute of Management Studies.
- Participated in ‘Teaching Campaign’ conducted by IEEE.
- Completed seven exams in First class of Katthak conducted by Gandharva Vidyalaya.
- Completed three levels in Spanish by ‘Institute of Hispania’.

PERSONAL DETAILS

- DOB: 12 September 1986
- Marital Status: Married
- Languages : English, Marathi, Hindi, Spanish