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CAREER OBJECTIVE:

Data Professional with 1.5 years of expertise in data visualization, statistical analysis, and data preprocessing. Skilled in identifying growth opportunities, conducting data cleaning and ETL processes. Strong communication and collaboration skills, with a dedication to continuous learning and contributing to organizational success.

PROFESSIONAL EXPERIENCE:

Landmark Group- Homecenter || 24 Nov 2022 -Presently work ||

-Data Analyst- Merchandise Analyst

Increase sales conversion rate by with Machine Learning || Jul2023 – Sep2023 ||

- Increased project success rate by 30% by creative effective requirement gathering and communication templates.
- Real-time identification of acquisition gaps using Power BI dashboards for prompt B2B client retention action.
- Cut decision time by 50% with clear visuals from complex data sets using Power BI and SQL.

Situation: A substantial number of leads was generated, but the conversion of these leads into paying customers remains low.

Task: Improves sales team performance by targeting clients with a high potential of conversion into paying customers.

Action: ||Extracting and reading the data From Microsoft SQL Server|| Data Preparation and Exploratory Data Analysis || (EDA) using Python || Train Test Split || Regression Model Building || Model Evaluation and Deployment collaboration with developer team||

Achievement: With only half sales team, there has been a 30% monthly increase in paying customers.

-Merchandise Analyst

Deploy data driven solutions for Store Sale (Product-SKU) || Feb2023 – Jun2023 ||

- Lead a 5-person team to reach INR 3.5 million revenue goal in collaboration with management team.
- Boosted revenue by INR 3.5M in 2 months through new client acquisition.
- Identified new revenue opportunities and achieved a 30% yearly revenue increase by partnering with new clients and leveraging Power BI Dash-Boarding food delivery business setup.

Task: I need to deploy a profitable food delivery business setup.

Action: || Conducted market and competition research leveraging Power BI to analyse and interpret data provided by the client|| Verified the analysed result by conducting on -ground research at stores and using statistics || Based on research and data-driven solution|| I provide the business model to the client||

Achievement: My Team and I completed a 9-month Project in just 5.3 months through effective planning and execution.

Optimizing B2B Pricing and Promotion strategy for platform Growth || Dec2023 – Jan2023 ||

A Data Driven Analysis

- Developed a dashboard that streamlined, the reporting process, reducing the time required to generate reports by 30%.
- Improved customer segmentation through 20% through predictive modelling, enhancing targeting marketing campaigning
- Received positive feedbacks from team members and supervisors for attention to detail, problem solving skills

Situation: B2B wants to optimize and customized pricing for increased revenue.

Task: Estimate conversion rate, optimize discounts, evaluate expected revenue increased rate. business model to the client

Action: Applied logistic model and regression analysis.

Achievement: Improved pricing strategy by 15%, increased revenue and identified end-of-the-quarter effect.

INTERN- EXPERIENCE:

Career-era -Internship

PySpark Development || Mar2022-Aug2022||

- Worked on customer Master Data Management (MDM) on AWS Cloud.
- There I have integrated data from different source system based on Business rules.
- Working on enrichment of Data.
- Developed 3 server less APIs on AWS to insert, update and delete data from database within 500mms.
- Successfully developed data pipelines meeting the clients' requirements for which received appreciation from the client
- Developed 3 complex jobs by using Glue and implemented APIs so that client will be able to fetch the data I UI within 3seconds.
- After fetching the data client will be able to take business decisions effortlessly and reduce 95% of analysis work.

Skills

- **Database:** SQL, Microsoft SQL Server Management Studio (SSMS), ETL
- **Microsoft Office:** Excel, Word, PowerPoint
- **Reporting Tools:** Microsoft Power Bi, Qlik, Tableau
- **Data Analytics Programming:** Python
- **Data Analysis:** SAS, Demand Forecasting, Trend Analysis
- **Machine Learning:** Multiple Regression, Logistic Regression
- **Intermediate Learning-** API, AWS, PySpark
- **Leadership & Management:** Documentation, Data Management, Maintaining BI Platform

Education

-MSc in Statistics (Perusing): Indra Gandhi National Open University || Jul2023 ||

-PGP in Data Science & HR Analytics: Careerera (affiliated to Harvard University) || May2021-Aug2022 ||

-B.Sc. in Mathematics: St. Joseph's College for Women(A) || Jun2015-Mar2018 ||

Declaration:

I hereby declare that the facts given above are genuine to the best of my knowledge and belief.