**Profile**

**SHALINI KASOJI**

Mobile: +91 8374456964

Email ID: kasojishalini@gmail.com

**PROFILE OBJECTIVE**

Desire to obtain a career where I will experience new challenges at very point of work and offer a positive atmosphere to learn and implement new skills and technologies for the betterment of the organization

**PROFESSIONAL TECHNICAL EXPERIENCE**

* Analytical professional experience in interpreting, generating and analyzing data
* Performed data query, extraction, compilation and reporting tasks
* Excellent understanding of business operations and analytics tools for effective analyses of data
* Proven ability to work in a fast-paced environment and to meet changing priorities on multiple simultaneous projects
* Performed in-depth data validation on data from various suppliers across the world
* Strong knowledge and working experience in Statistical methods and packages
* Hands on experience in
* Python : Sequences, Functions, Loops & Packages : Numpy, Pandas, Scipy, Scikit – learn, Visualizing using Matplotlib package
* Machine learning concepts with an understanding of supervised and unsupervised learning methods (such as Regression, Decision Tree, Boosting, Clustering etc.)
* Working & coding knowledge in R, SPSS, SQL.
* Basic knowledge in Natural Language Processing(NLP) and Deep Learning – Neural Networks
* Strong experience of working with Microsoft Office applications experience required (Excel ,Word, PowerPoint, Outlook)
* Ability to write basic queries in Excel ,use pivot tables and key functions including VLOOKUP, INDEX, MATCH, RANK, SUMPRODUCT, AVERAGE, SMALL, LARGE, LOOKUP, ROUND, COUNTIFS, SUMIFS, CHOOSE, FIND, SEARCH etc.
* PowerPoint experience – Creating presentations, charts and graphs (gathering data & putting into a presentation)

**EDUCATIONAL BACKGROUND**

* **M**asters of **Sc**ience in **Statistics** (**2016**) with an aggregate of **76%**

Institution: Aurora Degree & Pg. College, Hyderabad

* **B**achelor of **S**cience **(2014 in M**aths, **S**tatistics & **C**omputer Science**)** with an aggregate of **90%**

Institution: **S**hadan Degree College for Women, Hyderabad

* **M.E.C (2011 in M**aths, **E**conomics & **C**ommerce**)** with aggregate of **90%**

Institution**:** Gowtham Junior College, Hyderabad

* **S.S.C** - **2011** with aggregate of **80%**

Institution: Rock Woods High School, Hyderabad

**PROJECTS EXPERIENCE**

**Contractor,** December 2019 to March 2020

**Deloitte: Data Analytics & Reporting**

* Analyze, design and development of Tableau visualizations and create business requirement documents and plans for creating dashboards
* Create action filters, sets, parameters and calculation sets for preparing worksheets and dashboards in Tableau
* Analysis, data wrangling using R and Python programming tools
* Developed webcasts recommendation systems using Python

**Junior Market Research Analyst,** April 2017 to January 2019

**INRHYTHM Solutions Private Limited**

**Responsibilities:**

* + Responsible for loading, extracting & validation of data
  + Manage, reformat, enter, edit, merge and maintain data in preparation for analysis & conduct validation checks
  + Examining and identifying the errors in the provided data using VBA macros and R
  + Ensure that data flows smoothly from source to destination so that it can be processed without errors
  + Query reports for problematic data (erroneous or illogical data values); send to team leader, research coordinators and investigators(agencies) for resolution
  + Filter and cleanse unstructured (or ambiguous) data into usable data sets that can be analyzed to extract insights and improve processes
  + Develop, write, execute, test, debug, implement, modify and support new or existing statistical or mathematical software programs in support of research projects
  + Identify new internal and external data sources to support analytics initiatives and work with appropriate partners to absorb the data into new or existing data infrastructure
  + Collaborate with program managers and business analysts to help them come up with actionable, high-impact insights across product activities , functions
  + Utilize strong database skills to work with large, complex data sets to extract insights
  + Merging existing data with old datasets for evaluating past performance of a product or sales
  + Analyzing data to identify trends, patterns, insights, discrepancies in data using R and conveying ideas of the product or sales for all countries with visuals
  + Prepare reports of findings, illustrating data graphically and present results to clients and managements

**PROJECT 1: Homesite Quote Conversion**

Predict which insurance quotes will actual result in the sale of a policy

* Conducted data wrangling, imputed missing values and visualized features using matplotlib
* Created a new dataset with selected features using feature selection techniques
* Tested multiple classification models such as Logistic Regression, Decision Tree, Random Forest, Bagging, Boosting – Adaboost & Xgboost in Python

**PROJECT 2: Consumer Buying Behavior in Retail Outlet**

**OBJECTIVES**

* To study about the demographic, social and cultural factors on the stores.
* To know about the consumer awareness about the departmental stores and the need for studying consumer behavior.
* To examine the factors influencing the customers to choose a particular store.
* To study about the consumer buying decision making.
* To identify the problems faced by the consumers in the departmental store.

**KEYWORDS:** Modern concept, Retail consumer culture, Store attributes, changing consumers’ needs and exceptions

Consumer is the king and hence it is the consumer who determines what a business is, therefore a sound marketing program must be undertaken with a careful analysis of the habits, attitudes, motives and needs of consumers. In today’s world purchases made by a customer is to satisfy his or her needs. All the behavioral activities carried out by a customer during and after the purchase of a product are termed so as “buyer behavior”.

**SAMPLING METHOD**

* Sampling involved mall intercept survey method.
* Structured questionnaire has been administered.
* A sample 80 respondents was targeted.
* Finally 60 usable questionnaires were short listed.

**DATA ANALYSIS**

Data is analyzed using statistical techniques (CHI –SQUARE, T-TEST and F-TEST ETC) in SPSS.

**INFERENCE**

* Gender, Age group of the respondents and difference in shopping with others has a strong impact on the choice of retail outlet.
* Better quality, Items normally they buy are all under one roof, Convenience and low price are the key buying factors for the consumers.
* The factors induced the respondent to visit the store are; Variety of brands, Availability of all products and discount price.
* Regarding sources of information about the store; Television and Newspaper.
* Level of satisfaction regarding the services and facilities offered in the store most of the respondents are satisfied with POS/Computerized billing.
* Interior, exterior with clean, attractive atmospherics are reasons for the most of the respondent for visiting the same retail store.

**STATISTICAL TECHNIQUES**

* Measures of Central Tendency and Dispersion
* Discrete and Continuous Distributions
* Correlation & Regression: Linear Regression, Logistic Regression etc.
* Point and Interval Estimation
* Parametric & Non-Parametric tests
* Designs of Experiments

**CAREER ACHIEVEMENTS & EXTRA ACTIVITIES**

* Received a **Gold Medal** in Post-Graduation
* Received **Academic Topper Award** in Post-Graduation
* Received **Academic Topper Award**  in B.Sc. (in all academic’s 2011-2014)
* Received a **College Topper Medal** in Intermediate
* Served as Team Leader in graduation related projects
* Actively participated and contributed to one day workshop on “SOFT SKILLS” organized by department of English at Aurora’s Business School
* Enthusiastically organized cultural events at college level
* Attended the most prestigious national seminar on “MATHEMATICS-RECENT TRENDS AND CHALLENGES” organized by department of mathematics at St. Ann’s college for women in 2015

**PERSONAL QUALITIES**

* Approachable
* Enthusiastic
* Diligent
* Determined
* Cheerful

**PERSONAL DETAILS**

Date of birth : 28-Apr-1994

Languages known : English, Telugu & Hindi

Marital status : Single

**DECLARATION**

I hereby declare that information furnished above is true to the best of my knowledge.

Date: as of Today

Shalini Kasoji

Signature

Place: Hyderabad