#### **Roshni Koli**

###### Personal Information

|  |  |
| --- | --- |
| ***Sex*** | Female |
| ***Nationality*** | INDIAN |
| *Visa Status* | **Current - H4 visa**  **Willing to re-locate (on my expense) once offered a Business Analyst Role in a company that can sponsor my H1B visa** |
| ***Marital Status*** | Married |
| ***Date Of Birth*** | November 25th 1989 |
| ***Permanent Address & Phone #*** | A/4 Regency Garden,  Near Hero Showroom,  Poornima Talkies,  Murbad Road, Kalyan 421301.  Maharashtra, India.  Phone # : +91 - 95 - 9497 2519  Email : roshni.koli@gmail.com |

|  |  |
| --- | --- |
| *Key Skill Set* | **Consumer Analytics, Business Analysis, Project Management** |

###### Work Experience

|  |  |
| --- | --- |
| ***Name Of The Organization*** | Wipro Technologies Pvt. Ltd. |
| ***Designation*** | Senior Executive - Automation |
| ***Tenure*** | July 2016 – Current |
| ***Role*** | * Gather & analyze Business requirements pertaining to various automation products. Product Management - Create product roadmap and strategically evolve the product to suite the changing business needs by incorporating changing consumer behavior. * Identify new business opportunities, which fits organization’s capabilities and provide consulting and solutions. Prepare presentation and demonstrations for client engagement and user training. * Perform process modeling/ mapping, functional requirement document creation, user interface design, use case definition & user story creation * Drive and document business and technology requirements * Client interfacing and expectation management to cater to the day to day business operation needs. work with cross-functional teams and interact with all levels * Manage complete project lifecycle right from the requirements gathering stage to delivery stage. * Analyze data and derive meaningful insights on user behavior, and use the insight for product evolution. * Expertise in managing all aspects of project lifecycle (SDLC), including planning, change, risk & release management. * Support deployment of global initiatives in the South-east Asian market |

|  |  |
| --- | --- |
| ***Name Of The Organization*** | Iken Solutions Pvt. Ltd |
| ***Designation*** | Business Analyst - Products |
| ***Tenure*** | January 2015 – July 2016 |
| ***Role*** | * Identify new business opportunities, which fits organization’s capabilities and provide consulting and solutions. Prepare presentation and demonstrations for client engagement and user training. * Client interfacing and expectation management to cater to the day to day business operations needs. * Product Management - Create product roadmap and strategically evolve the product to suite the changing business needs by incorporating changing consumer behavior. * Gather & analyze Business requirements in telecom VAS, Media, Entertainment and Networks domain. Perform as-is and to-be process analysis and prepare business requirement and approach documents. * Manage complete project lifecycle right from the sales stage to delivery stage. * Research & assess parameters that drive consumer preferences in different domains/verticals and create a user profiling and personalization model to enrich end user experience. * Analyze data and derive meaningful insights on user behavior, and use the insight for product evolution. * Build analytics model for consumer analytics using Quantitative and Qualitative statistical techniques. * Expertise in managing all aspects of project lifecycle (SDLC), including planning, change, risk & release management. |

|  |  |
| --- | --- |
| ***Name Of The Organization*** | Accenture Services Pvt. Ltd |
| ***Designation*** | Associate Software Engineer  (SAP PM and SAS Analytics) |
| ***Tenure*** | October 2011 – July 2013 |
| ***Role*** | * Identify client requirements, create business and technical documents, implement and test requirements. * Import data into SAS datasets from the various file formats. * Detect outliers using Proc freq, Proc Means, Proc Univariate * Document the changes made to the data. * Create reports using Proc Means, Proc Tabulate, Proc Report. * Creating custom Formats for data cleansing. * Studying and interpreting the output from the various tests like Global and Local ANOVA tests, T-tests. * Credit risk Modelling using Logistic Regression Analysis. |

#### **Academic Qualifications**

|  |  |  |  |
| --- | --- | --- | --- |
| *Education* | **Graduation** | **Higher Secondary**  (Class 12) | **Secondary**  (Class 10) |
| *Degree / Stream* | Bachelor of Engineering – Computers | Higher Secondary | Secondary Examination |
| *Year* | 2011 | 2007 | 2005 |
| *Percentage* | 66.40% | 86.67% | 86.80% |
| *Main Subjects* | Computer Science, Data Mining | Mathematics, Biology | Mathematics, English, Physical Science, Life Science, Physics |
| *University /* *Board* | Bachelor of Engineering – Computers(College: Thadomal Shahani Engineering College, Bandra) | Maharashtra State Board  (School: Birla College, Kalyan ) | Maharashtra State Board  (School: Sadhubela Girls high school, Ulhasnagar) |

#### **Professional Training / Certification**

|  |  |
| --- | --- |
| ***Name Of The Organization*** | OrangeTree Global |
| ***Designation*** | SAS Analytics Trainee |
| ***Tenure*** | April 2014 – Nov 2014 |
| ***Trainings*** | |  |  | | --- | --- | | * SAS BASE and ADVANCED | * R MINING | | * SAS ANALYTICS | * SPSS | |
| ***Certification*** | OrangeTree Global SACE Certification |

**Projects and Case Studies**

**End User Automation to reduce increase End User Self-sufficiency**

In BFSI domain, various banking applications are used on a large scale across the demography of the bank by a large number of users. These application require application support to resolve any glitches. The support is provided by a dedicated set of engineers who address the queries and provide on call support. The purpose of the project is to provide users automated solutions in the form of bots or apps that help users resolve their software problems without logging a call.

* Analyse the call log to identify areas under software call category with the maximum number of calls
* Discuss with multiple stakeholders and create a final list of automations that will be the most beneficial for call reduction
* Gather and document requirements. Perform feasibility analysis with the help of development team.
* Finalize and create project plan.
* Perform and sign-off UAT. Deploy the solution.
* Perform comparative analysis and share the results with the stakeholders

**Music matching using Audio analytics**

* Lead the development of new product for audio matching.
* Manage all aspects of project lifecycle (SDLC), including planning, change, risk & release management.
* Create demo based on Business Requirements, detailed Design Documents and presentations for onsite delivery and prospective clients.
* Approach and manage new prospective clients. Interface with clients, modify and develop the product to cater to client business needs.

**Personalization of Customer Experience on Telecom/Media and Entertainment**

* Gathering customer data and analysing it to obtain consumer purchase patterns.
* Build analytics model for consumer analytics using Quantitative and Qualitative statistical techniques.
* Perform as-is and to-be process analysis and prepare business requirement and approach documents.
* Analyze data and derive meaningful insights on user behavior, and use the insight for product evolution.
* Research & assess parameters that drive consumer preferences in different domains/verticals and create a user profiling and personalization model to enrich end user experience.
* Prepare presentation and demonstrations for client engagement and user training.
* Client interfacing and expectation management to cater to the day to day business operations needs.

**Strengths**

|  |  |
| --- | --- |
| *Strengths* | * Self-confidence and positive approach * Fast learner & hard worker * Highly motivated individual with excellent organizational and interpersonal skills * Possess strong ability to quickly adapt to new applications and platforms. * Ability to work on multiple projects simultaneously and meet deadlines |