

SUMMARY			
<ul style="list-style-type: none">Analytics Professional specializing in Digital Analytics, Dashboarding and Reporting. Currently delivering as Senior Executive for in-house unit of Telecom Giant (UK), delivering insights and storyboarding to assigned partners and creating board level decision making presentations			
EDUCATION			
2015	B.Tech – Information Technology	Vellore Institute of Technology (VIT), Vellore	8.36 CGPA
2010	Class XII	Delhi Public School, Ranchi	75.8%
2008	Class X	GD Somani Memorial School, Mumbai	91.1%
TOOLS & SKILLS			
<ul style="list-style-type: none">TOOLS: Adobe Analytics (Analysis & Reporting), Excel, Report Builder, iTunes Connect/Google Play Store, Qualtrics, Tableau, Power BI, Basics of R, Basics of SQL, Medallia DigitalSKILLS: Voice of Customer Analytics, Strong communication skills, Leadership skills, Self-motived, Dashboarding, Reporting			
WORK EXPERIENCE (3 YEARS)			
Senior Executive, Vodafone Shared Services, Pune (December 2018 – Present)			
Current Work	<ul style="list-style-type: none">Weekly and Monthly report delivery of major KPIs through Adobe analysis Workspace and excel:<ul style="list-style-type: none">Net Promoter Score (NPS) ReportSystem Usability Score (SUS) ReportApp Penetration ReportDigital Service KPI Deck ReportInvolved in creating an impactful report to measure Customer Satisfaction through introduction of the System Usability Score to make the results standardized and comparable with other marketsCreating dynamic dashboards on Analysis Workspace, periodically monitoring alerts, suggesting hypothesis for advancing business cases for both e-com and e-careCreate conversion/funnel reports for acquisition, retention and self-service journeysWork with implementation team to audit tags and highlight discrepanciesDelivering dashboards on acquisition, Engagement and Retention of customers using Cohort (in Adobe)		
	Executive, Vodafone Shared Services, Pune (January 2017 – November 2018)		
Projects	<ul style="list-style-type: none">App Customer Segmentation to improve App Penetration – Adobe Analytics<ul style="list-style-type: none">Had the opportunity to travel onsite to our Newbury Office in the UK in order to assist in forecasting targets & do analysis on our App PenetrationGeneration of automated report for App Penetration in order to check the effects of campaigns in the App along with user accessibilitySurvey Set up across several touchpoints to monitor customer journey – Medallia Digital<ul style="list-style-type: none">Setting up of Surveys at various touchpoints in Web & App using Medallia Digital in order to monitor site performance closely & recommend changesSetting up of several rule engines based on journey requirement and logic in order to provide seamless customer experienceNPS Improvement & Detractor Analysis (Text Analytics) – R, Excel<ul style="list-style-type: none">Primary POC for NPS of all major Web & App Journeys using survey collection tool such as Medallia Digital to analyze the detractor verbatims and come up with recommendations based on those to increase the Overall NPS. Using R to cluster the comments & coming up with use cases to suggest changes impacted the overall NPS & led to an increase of website performance		

	<ul style="list-style-type: none"> o Took a session for interested folks at the organization and showed a presentation explaining the need, type, impact & use of NPS <ul style="list-style-type: none"> • App Store (iTunes & Google Play) Analysis & Dashboard – R, Tableau <p>Defining internal KPIs and Standardized Issue Categories across App Stores to correlate the average ratings movement with App Performance and Availability metrics</p> <ul style="list-style-type: none"> o Highlighted Key Pain-points of Early Life & In-Life Customers & suggested UX changes o Categorization of customer verbatim using R and highlighting the detractor category split to pinpoint the major issues related to App o Provided high-level commentary on App after each release – to suggest how the new introduced features are doing, how the release has created an impact and how can we make the next release better
Data Analyst, Latentview Analytics – Chennai (November 2015 – November 2016)	
Projects	<ul style="list-style-type: none"> • Built dashboards for a leading Snack and Beverage Industry to analyze the fill rates of their various products and make meaningful conclusions related to their business. It also involved reviewing and visualizing other parameters in Tableau and delivering business related solutions and come up with ways to increase the overall Fill Rate • Created an Integrated Calendar for a leading snack and beverage company which involved building a set of dashboards using Tableau to have better control on various projects, their timelines, schedule and progress. These dashboards aggregate multiple projects from various functions like go to Market, Supply Chain etc. • Worked with the Marketing research team shortly and did research on various Market trends in selected countries to draw meaningful conclusions and make reports from them using Excel • Worked on a Web Analytics Project using Adobe Analytics. Involved Report Generation and building dashboards in Adobe Workspace to analyze the performance of a newly launched product and figure out ways to optimize the campaign to target customers. The reports are maintained on Excel and data is extracted using Report Builder
Intern, Tata Consultancy Services, Mumbai (2014)	
	<ul style="list-style-type: none"> • Designed an Online Library System using JQuery. The back end used was HTML5 Local storage. The work done involved designing the front end of the Library system portal
ARTICLE PUBLICATIONS	
<ul style="list-style-type: none"> • AppBot – Making App Analytics easy (Posted by: Hacker Noon) – Medium • A General & Basic Introduction to R Programming – DataScience+ • Vectors & Functions in R – DataScience+ • A Grandchild’s Eulogy to her Grandfather (Posted by: Be Yourself) – Medium • Challenge the Negative – (Posted by: The Creative Café) – Medium • Not your Ordinary Colleague- (Posted by: Impex Times) – Magazine 	
VOLUNTEERING EXPERIENCE	
<ul style="list-style-type: none"> • Volunteered through CSR (Corporate Social Responsibility) at Vodafone Shared Services where I had the opportunity to interact with kids of a local Maharashtra school and teach them English, Maths & communication skills 	
CERTIFICATIONS	
<ul style="list-style-type: none"> • Introduction to Databases & SQL Query – Udemy • Excel Dashboards in an hour – Udemy • Advanced Databases and SQL Querying - Udemy 	

ACHIEVEMENTS	
Vodafone Shared Services	<ul style="list-style-type: none"> Awarded the Star Award for "Partner Delight" (Quarterly award) for creating an exemplary partner experience while delivering great results for FY 2017-2018 Awarded the "Monthly Team award" twice for driving great results through App analysis Took the initiative to set up a full summary Digital Service Dashboard combining all the key KPIs of Digital Service and received a lot of appreciation for the same Set up intelligent alerts and triggers to monitor unexpected changes in step level conversion rates Got appreciated by our Digital Head for proactively taking the initiative to suggest and create an automated Digital Service report that highlighted all the key KPIs and their impacts in one single place that reduced a lot of redundant reporting and reduced manual effort.
Latentview Analytics	<ul style="list-style-type: none"> Successfully demonstrated to a client the use and advantage of Adobe analytics with clear, crisp and insightful report that gave us a new project from competitor company. Was appreciated for getting the project that created a lot of impact in the company
Delhi Public School, Ranchi	<ul style="list-style-type: none"> Was appointed as the Deputy HEAD GIRL of D.P.S, Ranchi in 2010 Co-ordinated an event at DPS, Ranchi as part of the Head Council during former president, A.P.J Abdul Kalam's Visit
GD Somani Memorial School, Mumbai	<ul style="list-style-type: none"> Was appointed as the HEAD GIRL of G.D Somani Memorial School in 2008 Appeared on NDTV News Channel for the debate show "India's Youth Unplugged" in 2007 Completed specialized training in Leadership Skills and Personality traits organized by Bombay Scottish School Have been awarded the certificate of Merit for academic Excellence and Value Education
HOBBIES	
<ul style="list-style-type: none"> Reading Books Watching TV series Writing Articles online Travelling 	