

# NEHA MORE



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## SKILLS

### Analytics Platforms/Tools:

- R studio
- Anaconda IDE (Jupyter notebook, Spyder)
- AWS
- MS SQL Server Management Studio (2012)
- SAS University Edition
- MS Excel.

### Programming Languages

- R Programming
- Python
- SQL
- SAS

### BI Tools

- Tableau Professional Desktop (2020.2)
- Tableau Prep (2019) & Server
- SAP BO

### Control Systems and Documentation:

- JIRA, Confluence & SharePoint

## CERTIFICATIONS

- IBM Cognitive AI Python Certified: **Python for Data Science** (Oct 2019)
- Certified Business Analytics Professional in **R and SAS** - Edvancer Eduventures (Oct 2017)
- **Lean Six Sigma Green Belt** - AIQM (Secured 1st Rank – O Grade – 80 %) Jan 2015

## EDUCATION

- **MMS-MBA** 2014-2016
- **B.E. Comp Science** 2009-2013
- **H.S.C.** 2009
- **S.S.C** 2007

## WORK EXPERIENCE

### BARCLAYS

#### Research Ops Metrics Department- Business Analyst & BI Developer

Feb 2020 – Sep 2021, Mumbai

- **(Predictive Analytics) Recommender systems for Marketing Campaign:** Business goal of efficiently targeting new customers and attracting/Increasing clients interest/Consumption in Research Publications/Events (Products) by developing Content Based & Collaborative filtering Recommender System algorithm.

**Success parameter** - Customer centric Intelligent Marketing Email Targeting and established 45% increase in customer hits.

- **Optimization and Automation: Excel-Python Reporting:** Designing, Development and Deployment of End-to-end Report Automation using Python libraries like Pandas, NumPy, openpyxl, xlrd, xlswriter on AWS platform.

**Success parameter** - Received Recognition for decreasing reporting TAT to 80% and enabling real time reporting without human intervention.

- **Six Sigma Quality Management (Data Quality Control Dashboard):** Building Real-time monitoring of Credit Trade and Readership Data quality/trend analysis dashboard using six sigma methodology of Control charts.

**Success parameter** - Mitigated Real Time Data leakages, Data Loading Errors and other Data Discrepancies were Highlighted on daily Basis.

### EDELWEISS TOKIO LIFE INSURANCE COMPANY

#### Risk Analytics Department - BI Analyst

Apr 2018 - Jan 2020, Mumbai

- **Client - Agent contact, bank account and email de-duplication:** (Automated periodic risk/fraud detection model) Matched client and agent's personal details highlighting not only potential fraud but also inefficiencies/errors within business transactions and internal process systems.
- **Agent's login Risk Analysis:** (Automated model generated to screen agents for potential fraudsters) Highlighted anomalies wherein agent's login and perform activities from multiple distant locations on a single day.
- **POSP candidates fraud Detection Model:** (IRDAI Regulatory breach analysis) Identified candidates breaching IRDAI norms of selling policies other than the once allowed before passing the examination. **(Success- 100% Fraudsters Detected monthly)**
- **Surrender Churn Analysis Dashboard:** Identified risky agents and customers churn behavior patterns breaching twisting norms and causing financial loss to business.

### DATAMATICS - HDFC BANK (CLIENT)

#### Marketing Analytics - Data Analyst

Jan 2018 – Mar 2018, Mumbai

- **Target HNW Potential Clients:** Performed Segmentation, data wrangling & text Mining to satisfy the objective of having a customized customer-centric approach to target potential HNW customers for Direct Marketing Campaign using SAS and Python. **(Success – 27% Sales Conversion)**

### MOTILAL OSWAL FINANCIAL SERVICES LTD-(AHFCL)

#### Mgmt. Trainee

May 2016 – Aug 2016, Mumbai

- Assisted in handling receivables management, collection process, overdue management and brought about Creative changes enabling optimization of resources.
- **Six Sigma Methodologies: (DMAIC & RCA)** Appreciated for streamlining the business processes, quality management and reducing redundancy from the system.
- **Innovation:** Implemented Automation (Emails, SMS and Macros) thereby making the business process Efficient and Reliable and reducing TAT from 5 hours to 5 mins.