Neha More

D A T A   A N A L Y S T   &   B I   D E V E L O P E R

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LINKS

Personal Website:
https://moretolife.github.io/nemoweb/

Github:
https://github.com/moretolife

SKILLS

Risk Analytics

Lean Six Sigma Methodologies

Visualization & Dashboarding

Excel-Python Automation & Reporting

Data Science Predictive Analytics

Data Quality Analytics

Process Enhancement

Marketing Analytics

Algorithm Trading - Quantitative Finance (Python, Pine Script)

WORK EXPERIENCE

Business Analyst & BI Developer - Research Ops Metrics

Barclays PLC   *[Feb 2020 - Sep 2021]*

- Engineered an end-to-end **Excel-Python report automation system** using Python (Pandas, NumPy, openpyxl, xlrd, xlsxwriter) on AWS, recognized for slashing reporting turnaround time by 80% and facilitating real-time, human-independent reporting.
- Designed a **Six Sigma Data Quality Management Dashboard** using control charts for real-time credit trade and readership data monitoring, successfully identifying and mitigating data inconsistencies on a daily basis.
- Developed a **Content-Based and Collaborative Filtering Recommender System** to enhance marketing campaigns, achieving a 45% increase in customer engagement through smart email targeting.

BI Analyst - Risk Analytics

Edelweiss Tokio Life Insurance Company   *[Apr 2018 - Jan 2020]*

- Led the development of **an Automated risk/fraud detection model**,boosting client and agent data integrity by identifying duplicates across contact information, bank accounts, and emails, enhancing transactional accuracy and operational efficiency.
- Innovated an **Agent login risk analysis tool** to monitor and flag suspicious activities, effectively pinpointing potential fraud through the detection of improbable login patterns across geographically distant locations.
- Designed and implemented a **POSP candidate fraud detection model,** ensuring 100% monthly success rate in uncovering violations of IRDAI regulations by preemptively identifying unauthorized policy sales activities.
- Modelled **Surrender Churn Analysis Dashboard**, skillfully tracking and identifying fraud agent's and customer churn behaviors to mitigate financial risks associated with policy twisting and non-compliance.

Data Analyst - Marketing Analytics

Datamatics - HDFC Bank (Client)   *[Jan 2018 - Mar 2018]*

- **Target HNW prospects (Cross-Selling):** Leveraged data segmentation and text mining techniques to identify and target high-net-worth (HNW) prospects, enhancing direct marketing campaigns with a tailored, customer-centric strategy using SAS and Python, achieving a notable **27% sales conversion rate.**

Management Trainee - Business Operations

Motilal Oswal Financial Services Ltd(AHFCL)[May 2016 - Aug 2016]

- **Optimized Receivables & cut Overdue:** Spearheaded receivables management and collection strategies, enhancing resource optimization through innovative overdue management techniques.

- **Streamlined Processes via Six Sigma:** Leveraged Six Sigma methodologies (DMAIC & RCA) to refine business processes, elevate quality management, and eliminate system redundancies, earning recognition for efficiency improvements.

- **Automated systems, Reducing TAT from 5h to 5m:** Pioneered the implementation of automation tools, including email, SMS, and macros, transforming business operations to achieve heightened efficiency.

CERTIFICATIONS

Microsoft Power BI Desktop For Business Intelligence
Udemy [Apr 2024]

Kaggle Advanced SQL - Google Cloud Platform
Kaggle [Mar 2024]

Algorithmic Trading A-Z with Python, Machine Learning & AWS
Udemy [Jan 2024 – Present]

Algorithmic Trading & Quantitative Analysis Using Python
Udemy [Sep 2023 – Present]

IBM Cognitive AI Python Certified: Python for Data Science
IBM [Oct 2019]

Certified Business Analytics Professional in R and SAS
Edvancer Eduventures [Oct 2017]

Lean Six Sigma Green Belt - (Secured 1st Rank – O Grade – 80 %)
Asian Institute of Quality Management [Jan 2015]

EDUCATION

MBA - Business Operations & Analytics [2016]

B.E. Computer Science [2013]

H.S.C. [2009]

S.S.C. [2007]