

NEETU KUMARI

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SUMMARY

- Dedicated and detail-oriented Analyst with around **3 years** of experience spread into **Business Analysis, Sales Consultation, and Administration**.
- Skilled in **troubleshooting**, documenting issues, **identifying problems**, and implementing effective **resolutions**.
- Deep understanding of **Business Analysis**, Data **collection**, Data **cleaning**, Data **analysis**, **Statistical Models**, and **visualization**
- Seeking collaborative opportunities with dynamic teams, leveraging my experience and expertise in business, data and financial analysis to contribute to organizational success.

SKILLS

- **Technical Skills:**
 - **Data Analysis & Statistics:** R language, Mathematics, Statistics, MySQL, SPSS, Mathematica, Matlab, MS Excel.
 - **Visualization & Programming:** Tableau, Power BI, Python, C, C++.
- **Soft Skills:**
 - **Analytical Skills:** Strong analytical capabilities, accuracy, Detail Orientated, Adaptive Learner.
 - **Communication Skills:** Communicating complex data insights effectively, Written communication, Presentation.
 - **Organizational Skills:** Managing multiple tasks and projects, Time Management, Organizational skills.

EDUCATION

Post Baccalaureate Diploma in **Business Analytics**, Cape Breton University, NS, Canada **Sept 2022 – April 2024**

- Received *academic excellence scholarship* in both years.
- Scored overall **91%**.

Master of Science (Mathematics), Hyderabad University, India **June 2016 - May 2018**

- Engaged in developing technical skills through C, C++.
- *Summer Internship and Project* at Harish Chandra Research Institute, Allahabad.
- Overall CGPA **8.5/10**

Bachelor of Science (Mathematics), University of Delhi, India **June 2013 - May 2016**

- Received *KPMG scholarship* for outstanding Academic Record.
- Overall Percentage **88%**.

PROFESSIONAL EXPERIENCE

Research Assistant **May 2024 to present**
Cape Breton University *Nova Scotia*

- Conduct research on various topics, including "Generation and Evaluation of **Synthetic Data** Using Generative Models" and "**Explainable AI**".
- **Collect, prepare, and clean** data from various sources using tools such as Excel, Python, and SQL.
- Generate synthetic data and evaluate it using **statistical models** and methods (KS distance, Chi Square test, DCR etc.), leveraging **Python's** visualization libraries (e.g., Matplotlib, Seaborn) and **Power BI** for comprehensive analysis.
- Review and synthesize existing literature from Google Scholar, books, and articles, documenting research outcomes regularly.
- Present research progress biweekly to my research mentor, incorporating feedback and updates to refine the work.

Sales Advisor – Consultant **June 2023 to present**
Concentrix *Nova Scotia*

- Proficiently analyzed incoming data streams to extract valuable insights and enhance customer service strategies.
- Employed analytical and problem solving skills to understand customer needs and recommend **data-driven solutions**, contributing to elevated customer satisfaction and retention rates.
- Consistently surpassing sales and monthly targets, recognized as the **top-performing employee** for the month.
- Implemented robust **data management protocols** to maintain detailed records of customer interactions, including issues, recommended solutions, and transactional data.

Front Desk Representative (Part-time) **Sept 2022 to May 2023**
A&A Ahmad Properties Inc. *Nova Scotia*

- Managed administrative duties with a focus on accuracy and efficiency, ensuring proper documentation and record-keeping.
- Analyzed sales data to identify top items and implemented strategies that increased revenue by **5%** monthly

Lecturer (Mathematics) **July 2018 to Dec 2019**
Jai-Kranti High School *India*

- Designed curriculum and assessments, incorporating data analytics to track and improve student performance metrics effectively.
- Leveraged assessment data to refine teaching strategies, aligning curriculum with analytical insights.

CERTIFICATION

- Introduction to Python - DataCamp
- Microsoft Power BI Data Analyst Professional Certificate - Coursera

ACADEMIC PROJECTS AND PAPERS

- Presented a Research Poster in **AI Symposium** at Dalhousie University.
- Working on a *Research Paper* under Prof Rajabi on "**A Comparative Study on Diffusion Models for Tabular Data Synthesis**".
- Worked on the Research Paper titled "**A Resilient Supply Chain Framework with Varying Product Stockout Risks**" under the mentorship of CBU prof. Md. Anisul Islam.
- Presented a Paper titled '**Impact of Pandemic on Indian Society**' at the **International Conference** of emerging trends in Socio-Cultural in JNU, India.
- **PROJECTS:**
 - 1. Predicting a Credit card transaction as fraudulent or Legit:**
 - Developed a predictive model to identify legitimate and fraudulent credit card transactions.
 - Implemented and compared logistic regression and K-Nearest Neighbors (KNN) models, achieving an accuracy of 84% and 76%, respectively.
 - Demonstrated superior performance of the logistic regression model, evidenced by higher accuracy and a larger ROC value.
 - 2. Improving CBU (Cape Breton University) Food Bank Process:**
 - Designed an efficient and optimized process model for the CBU food bank.
 - Proposed a comprehensive CBU food bank management process, incorporating technology-driven solutions such as a dedicated website, mobile app, and social media channels to enhance user engagement, automate recipient selection, and minimize food wastage.
 - 3. Causes of deaths around the world:**
 - Utilized Tableau to analyze global factors affecting causes of death.
 - Created an interactive dashboard with graphs to visualize the impact of various features on mortality rates worldwide.
 - 4. Factors Influencing Happiness Index of countries across the world:**
 - Conducted a project titled "Factors Influencing Happiness Index of Countries Across the World" using Multiple Regression analysis in Excel.
 - Employed Excel functions for data cleaning, including handling missing values and imputing null values, and utilized pivot tables for data summarization.
 - Created graphs and visualizations to illustrate the impact of various socioeconomic variables on the Happiness Index.