

NIMAGNA HAZRA

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Analytics Professional with **3+ years of experience** in strategizing data-driven decisions that empower billion-dollar businesses

EDUCATION

UCLA ANDERSON SCHOOL OF MANAGEMENT

Los Angeles, CA

M.S. Business Analytics (MSBA)

Expected Dec 2024

- Machine Learning for Decision Making, Prescriptive Modelling, Optimization, Customer Analytics, Operations Analytics

NATIONAL INSTITUTE OF TECHNOLOGY DURGAPUR

Durgapur, India

B.Tech. Electronics and Communications Engineering

Jun 2020

- Graduated with First Class and Distinction, ranking within the top 10% of the class
- Selected for Summer Research Fellowship Program 2018 by the Indian Academy of Sciences

TECHNICAL SKILLS

Languages: SQL, R (Shiny), Python (Pandas, Numpy, Scikit-learn, Plotly, Dash, Flask), HTML, CSS, Javascript

Software: Google Cloud Platform, Looker, Tealium, Celebris, Optimizely, Adobe Data Management Platform, Tableau

Additional skills: Frontend Development, Customer Data Platform Management, Conversion Rate Optimization, A/B Testing

PROFESSIONAL EXPERIENCE

HSBC

Kolkata, India

Senior Analyst

Sep 2022 – Aug 2023

- Cleaned, aggregated and structured ad-campaign data using SQL to develop marketing-attribution report and engineered customer-segmentation model for ad-targeting that enabled digital marketing optimization worth \$20K annually
- Designed and implemented Conversion Rate Optimization strategy of digital channel for a Middle Eastern market using Optimizely and Looker, improving product sales by 10%, increasing cross-sale opportunities by 7% month-on-month and securing a spot in the list of top 7 impactful projects pitched to the Group COO

Analyst

Aug 2020 – Aug 2022

- Provided business engagement for deployment, upscale and utilization of customer data platform across 17 markets, supporting incremental value estimated to be north of \$100K yearly through performance analysis, consultation on business use cases and ad-hoc market support as a global subject matter expert
- Developed 4 innovative cloud-based applications that served as zero-coding interfaces to non-technical business stakeholders for seamlessly applying intricate analytical algorithms to customer data and automated 2 FTE worth of analysis backlog.
- Delivered migration of technology stack for digital analytics of 1 market to more advanced solutions supporting saving of 18% on license costs

NATIONAL INSTITUTE OF TECHNOLOGY DURGAPUR

Durgapur, India

Undergraduate Research Assistant

Jan 2018 – Jun 2020

- Analyzed Geothermal time-series data from a hot spring to uncover significant trends, examine effects of earth tides and establish possible correlations with earthquakes and other geological activities
- Published a [research paper](#) on the study in the international journal – *Annals of Geophysics* and presented a poster publication at the *Conference on Non-Linear Systems and Dynamics* 2018 held at Jawaharlal Nehru University, Delhi
- Collaborated with Saha Institute of Nuclear Physics, Kolkata to incorporate an inter-disciplinary approach that improved result accuracy

LEADERSHIP AND AWARDS

- Led a team of 30 artists and photographers as **President** of the Creative Club at National Institute of Technology Durgapur to manage and deliver projects, plan and pitch annual budgets and negotiate commissioned activities
- Awarded '[Team Star](#)' award of H1 2021, '[Extra Miler](#)' award of H2 2021 and '**EMEA - Best Team**' award of H1 2022 by HSBC
- Selected for KVPY scholarship - a prestigious national program in India for exceptional scientific aptitude, critical thinking and commitment to innovation

PERSONAL

- Fluent in Hindi and Bengali.
- Volunteered for social impact projects focused on sustainability, diversity, inclusion and empowerment as member of *National Service Scheme* at NIT Durgapur and *Employee Resource Group* and *Climate Action Network* at HSBC
- Passionate about photography, fiction, coffee and Formula 1