

Priyanshi Jain

+44-7448354659 · priyanshisjain@gmail.com · Loughborough, England

<https://www.linkedin.com/in/priyanshisjain/>

PROFILE

With 2.5 years in industry and a Master's in Business Analytics, I am actively seeking opportunities within the business consulting industry to apply and expand upon my capabilities, leveraging my legal right to work in the UK.

WORK EXPERIENCE

Extentia, A Merkle Company

March 2021 - August 2023

Business Analyst & Integration Lead

- Spearheaded a project recognized with the 'Rising Star of Extentia' award for exceptional leadership and strategic contributions, optimizing integration efforts that led to a 30% increase in customer satisfaction
- Led the integration effort as the Integration Lead, overseeing a team of over 90 professionals and effectively managing their roles and contributions throughout the Extentia-Merkle integration process
- Devised comprehensive mind maps at both high-level and granular levels, meticulously capturing the intricacies of the existing and proposed systems, ensuring a holistic representation of functionalities and features for a seamless transition and enhanced operational effectiveness.
- Orchestrated the development of detailed employee experience journey maps, user stories, and mind maps, pinpointing 15+ touchpoints; identified pain points and streamlined integration process, resulting in a 20% increase in employee satisfaction
- Coordinated and led 10+ design thinking, requirement gathering, ideation, and user acceptance testing, workshops independently for 5+cross-functional teams ensuring efficient project development and implementation
- Developed and implemented standardized templates for requirement gathering, persona mapping, and market research processes; streamlined data collection and analysis, leading to a 30% reduction in project timeline.
- Directed the oversight and tracking of project progress and deliverables, utilizing both Waterfall and Agile methodologies; analyzed and ensured the accuracy and completeness of deliverables, leading to a 15% improvement in project completion rates and stakeholder satisfaction.
- Implemented advanced tracking mechanisms using Google Analytics and Google Tag Manager, resulting in a increase in average session duration and decrease in bounce rate

Publicis Groupe

June 2020 - August 2020

User Experience Design Intern

- Conducted comprehensive usability tests, heuristic evaluations, and benchmarking analyses on leading private sector fin-tech and e-commerce websites, including Kotak Motors, Hungama, Charlie Banana, Pampers, Vkao, and Indusind, resulting in actionable insights for enhancing user experience and optimizing conversion rates.
- Re-designed with a dedicated emphasis on enhancing usability and advertiser workflows

Kriyative Education

April 2020 - June 2020

UI/UX Intern and Front-end Developer

- Led the creation of a website using JavaScript, HTML5, and CSS3 and contributed to the early stages of developing an e-learning app, including researching users and competitors, planning the layout, and enhancing its visual appeal and usability

SKILLS

Data Analysis: SQL, Python, MS Excel (Macros, Pivot tables, VBA), SAS (Statistical Analysis Software), MS PowerPoint, Google Analytics

Data Visualisation: Power BI, Tableau, Pandas, Plotly

Database: Microsoft SQL Server, MySQL, Oracle 12c

Functional skills: Business Analysis, Requirement Analysis, Business Intelligence, Process Optimisation, Stakeholder Management, Agile & Waterfall Methodologies

IDE & Tools: Jupyter, Gephi, Simul8, Jenkins, Splunk, GitHub, JIRA, Eclipse, Visual Studio

EDUCATION

Loughborough University
MSc in Business Analytics

2023 - Present

Key modules: Skills for consulting Project, Data Analytics, Process and Programming for Analytics, Big Data, Customer Analytics, Operations Analytics, Policy and Strategy Analytics

Jaypee University of Engineering and Technology
BTech in Computer Science and Engineering

2017 - 2021

Key modules: Object Oriented Programming, Database Systems, Techniques for Decision Making, Data Science, Introduction to Machine Learning, Business Analysis Techniques, Knowledge Management, AI and cognitive Sciences

PROJECTS

Fast Food Nutrition Analysis

- Analyzed a comprehensive Fast Food Nutrition Dataset to examine the nutritional content of popular fast food products from leading chains; findings informed strategic menu adjustments
- Utilized Pandas library for comprehensive data analysis, cleaning, and preprocessing of fast food nutrition dataset
- Leveraged NumPy library to perform mathematical operations, enhancing data manipulation capabilities
- Employed Plotly and Seaborn libraries to create informative charts and visualizations, facilitating the exploration and interpretation of the data

Star Alliance 27th Member

- Leveraged Gephi for network analysis to identify potential new members for the Star Alliance, analyzing centrality, network diameter, and degrees
- Demonstrated proficiency in combining data analysis, network analysis, and visualization techniques to provide comprehensive insights into the aviation sector

CERTIFICATIONS

- Project Management Foundations by Project Management Institute®
- Project Management Foundations: Requirements by Project Management Institute®
- Transitioning from Waterfall to Agile Project Management by Project Management Institute®
- Comparing Agile versus Waterfall Project Management by Project Management Institute®
- Blending Project Management Methods by Project Management Institute®

VOLUNTARY EMPLOYMENT

Techtable (Incubated in IIT Madras)
Campus Business Manager

May 2022 - July 2022

- Mentored 20+ students in career development, offering personalized guidance on job search strategies; resulted in 90% securing internships or full-time positions within 3 months of graduation
- Created awareness about diverse career options available post-college, guiding individuals toward fulfilling and viable career paths

Jaypee University of Engineering and Technology
Head of Training and Placement Committee

August 2019 - April 2020

- Served as Intermediator between college, facility, and students for field placement while maintaining frequent contact with hiring companies such as Amazon, Google, TCS, Cognizant and many MNCs
- Assisted students with interview techniques, job referrals, and resume writing

INTERESTS

- Loves flying glider (Sailplane), reaching altitudes of up to 15,000 feet or more
- An enthusiastic practitioner of Bhangra
- Playing Piano
- Passionate swimmer