Sugandha Rai

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➢ Objective:

To pursue a challenging professional career in Data Science, where my education, experience, skills and abilities would enhance me and my organization through continuous improvement.

➢ Career Summary

- 5.5 years of experience in python and R and predictive modelling as Data analyst for analyzing the changes for various processes and predicting the required improvements.
- Basic Digital Marketing Certification from Google.
- Received '**Instant Karma Award'** in Flipkart for exemplary performance.
- GATE – 2015 qualified and was in top 2 percentile.
- Presented the paper "**An Adaptive W2R Database Disk Buffer Management** level conference on Databases).
- Udacity Data Scientist Nanodegree undergraduate.

➢ Work Experience:

Dec 2018 – till	**Flipkart**	Senior Data Analyst
Nov 2016 – Dec 2018	**TEK Systems/Flipkart**	Data Analyst
Aug 2015 – Oct 2016	**Gravite Eduventure**	Data Analyst
Dec-2013 – July 2015	**TCS**	Analyst

➢ Technical Skill Set

- **Key Skills**:   Data Analysis with Python , Data Analysis with R , EDA, Excel, A/B testing , Predictive modelling

- **Languages:**   Python , R

- **IDE:**   Editplus , ipython (Jupyter Notebook) , Anaconda, R Studio

- **Database**:   SQL , MongoDB , HQL

- **Data Visualization** : Power BI , Qlikview

- **Strong Foundation in database and Data structure**

- **Strong statistical and Linear Algebra foundation.**

➢ Projects Handled

Project 1: **Identifying which type of marketing campaigns work for different customer segments with the help of A/B testing and clustering.**

- This helped in better planning of campaigns which resulted in 85% increase in ROI for ATL campaigns.

Project 2: **Lapsers Win back Experiment in Metro:**

- Designed the experiment to reactivate the customers in Metro cities.
- Created different customer cohorts and performed A/B testing on them by exposing one cohort to different Marketing Channels.
- As a result the reactivation rate increased by 230%.

Project 3: **Analyzing and reviewing the performance of all Digital Marketing Channels:**

- Performed RCAs for any fluctuation in performance of various digital Marketing channels.
- Weekly and monthly reporting of KPI Metrics to measure the organization's health.
- Created marketing dashboards for observing performance of different marketing channels.

Project 4: **Project Management Analyst-PwC US**

- Analyzing all the SLA (Service Level Agreement) for application support team. Analyzing all the factors responsible for SLA miss.
- Created a Logical Regression Model that predicts SLA missed or fulfilled for each ticket.
- Presenting the detailed SLA analysis report for all the domains of PwC Application Support Team.

➢ Academic Background
- B-Tech in Computer Science Engineering from MMMEC, Gorakhpur.
- A Udacity Nanodegree undergraduate.

➢ Courses & Certifications
- Applied Machine Learning Beginner to Professional (Analytics Vidhya)
- R Programming : Advanced Analytics in R For Data Science (Udemy)
- A Udacity Nanodegree undergraduate.

Declaration:

I hereby declare that all the information provided above about me is true up to my knowledge.

(**Sugandha Rai)**