Mruganka S Mishra 🌟 Featured

Business Analyst seeking roles in Business Analysis,Data Analysis,Big Data Analytics,Business Consulting,Regression Analysis,Customer Segmentation,Dashboard Generation,User Stories,MS Excel,R,Python,Tableau,Hive,Spark,GCP,HDFS,YARN,SQL.

Current Designation: Business Analyst - Data Analysis

Current Company: Tredence Analytics Services and Solutions Company

Current Location: Bengaluru / Bangalore

Pref. Location: Bengaluru / Bangalore,Hyderabad,Pune

Functional Area: Analytics & Business Intelligence

Role: Business Analyst

Industry: KPO / Research /Analytics

Total Experience: 1 Year(s) 5 Month(s)

Notice Period: Currently Serving Notice Period

Highest Degree: B.Tech/B.E. [Ceramics]

Key Skills: business analysis,data analysis,big data analytics,regression analysis,customer segmentation,dashboard generation,ms excel,r,python,tableau,hive,spark,gcp,hdfs,yarn,sql,retail analytics,data warehousing,Google cloud platform

Verified :   Phone Number | Email - id

ID: Last Active: 30-Jan-20   Last Modified: 28-Jan-20
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Summary

A focused professional offering 1 + years of experience in Business Analysis,Data Analysis,Big Data Analytics,Business Consulting,Regression Analysis,Customer Segmentation,Dashboard Generation,User Stories,MS Excel,R,Python,Tableau,Hive,Spark,GCP,HDFS,YARN,SQL..

Work Experience

Tredence Analytics Services and Solutions Company as Business Analyst - Data Analysis
Aug 2018 to Till Date

Performed customer segmentation and profiling (One Time Shoppers vs Repeat Shoppers as well as High/Medium/Low valued).
Identified customer pre-purchase browsing behavior to assist the marketing team to target potential High Value Repeat customers.
Worked on measuring various campaign effectiveness by measuring conversions through campaigns based on 3-day last touch method.
Analyzed conversions through various marketing vehicles within category and cross category.
Performed Sequential Analysis on a combination of categories to find their order of purchase in a Customer life cycle.
Worked on data warehousing for a campaign performance dashboard for Email campaigns and push notifications.
Worked on classification of campaigns into various segments to see high and low performing segments.
Worked on optimizing existing data pipelines for existing production dashboard.
Worked on scheduling of jobs and automating data pipelines using shell scripting.
Also added various quality check points in the data pipelines for smooth functioning and detection of errors.
Worked on migration of data pipelines from on premise clusters to Google Cloud Platform and Big Query.
Maintained a production Tableau Dashboard and also made various changes to it when required

Automated a process for Daily reporting of various KPI?s using R and Excel.

Education

UG: **B.Tech/B.E. (Ceramics)** from **national institute of technology, rourkela** in **2018**

IT Skills

Skill Name	Version	Last Used	Experience
MS EXCEL			
SQL			
R			
Python			
Tableau, R Shiny			
Adobe Analytics			
HDFS, YARN, Hive, Spark			
MapReduce			
GCP, Data proc, Airflow, Big Query			

Languages Known

Language	Proficiency	Read	Write	Speak
English				
Hindi				
Odia				

Affirmative Action

Category: General

Physically Challenged: No

Work Authorization

Job Type: Permanent

Employment Status: Full time