RUCHI RAWAT
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ACADEMIC QUALIFICATIONS

New Jersey Institute of Technology (NJIT), Newark, NJ   **May 2021**
Master of Science in Business and Information Systems   **GPA 3.55/4.0**
Relevant Coursework – Data Analysis for Information Systems, Enterprise Database Management, System Analysis and Design, Enterprise Architecture and Integration, Web System Development, Information Systems and Principles, Business Process Innovation, Management Accounting, Data Mining and Analysis and Project Management.
Graphic Era University (GEU), Dehradun, India   **July 2016**
Bachelor of Technology   **GPA 3.7/4.0**

SKILLS

Data Visualization	Power BI, Tableau, Matplotlib
Database	Microsoft SQL Server, MS Access, Oracle
MS Office suite	MS Excel, MS PowerPoint, MS SharePoint, MS Outlook
Project Methodologies	Waterfall, Agile (SCRUM), Hybrid
Business Modelling Tools	MS Visio
Programming	Python, SQL, SAS

EXPERIENCE

Research Assistant, New Jersey Institute of Technology, Newark, NJ   **Jun 2020- May 2021**
- Served as the editorial assistant for "South Asian Journal of Business Studies" and administered Journal's daily operation independently.
- Generated 15+ reports using Excel and spreadsheet and visualize patterns for 2100 users using tableau which strategized 20% increased engagement and helped journal achieve and exceed yearly publishable threshold from 20 to 42 research papers.

Customer Service Analyst, Hinduja Global Solutions, Noida, India   **Mar 2018 - Jul 2019**
- Used Oracle Siebel CRM data to extract customer churn rate, overall resolution rate which increased customer retention rate by 13.98%.
- performed GAP analysis, conducted feasibility study, published reports to the manager and reported areas of improvement in operations team which reduced IT tickets by 14% and improved Net promoter score by 11%.

Business Development Associate, Byju's, Bengaluru, India   **Mar 2016 - Dec 2016**
- Generated client's insights from LeadSquared CRM database and created dashboards in Tableau for the in-depth analysis of customer feedback and product sale.
- coordinated and worked closely with stakeholders to identify potential customers.
- Conducted SWOT analysis, to enhance business strategies which further led to increase in sales by 17%.

PROJECTS

System Analysis and Design - Barhop Application   **Dec 2019**
- Feasibility Analysis of an entertainment-focused smartphone app that provided information about bars, restaurants and live events based on location by conducting SWOT analysis. Analyzed the project requirements, designed mobile app wireframe and mock-up layout using Balsamiq, Developed Use Cases diagrams and collaborated in an Agile environment.

Data Mining and Analysis -Automobile insurance customer Dataset   **Dec 2020**
- Developed a Business model to estimate potential claim amounts for new insurance customers. Extracted, cleaned, and transformed raw dataset and analyzed using linear regression scatter plot. Compared efficiency of data mining algorithms and analyzed the impact of different driver variables on the target variable. Predicted the lowest annual premium claim amount for new insurance customers using SAS JMP.

Data Visualization – Covid-19 Dataset   **May 2020**
- Analyzed and visualized COVID-19 Data for the USA and created interactive dashboard in Tableau. The visual representation showed rapid increase in unemployment rate across various occupations, industries, and class of workers from January 2020 to April 2020 in USA amid COVID-19.

Web Systems Development - Python, Flask, Docker, PostgreSQL, Heroku cloud   **Dec 2020**
- Developed a blog hosting web app using the MVC design pattern. Implemented RESTful Web API using Python Flask framework with PostgreSQL as the Database management system and hosted the app on Heroku cloud.

CERTIFICATIONS

- LinkedIn SQL for Non-Programmers
- LinkedIn Power BI Essential Training and
- LinkedIn Excel Essential Training (Office 365/Microsoft 365).
- LinkedIn Business Analysis Foundations.

LEADERSHIP SKILLS

Literacy Centre Coordinator, Human Touch Foundation (NGO), Noida, India   **Sep 2017 -Mar 2019**
- Collaborated and Organized classes for underprivileged children aged between three years to thirteen years, monitored student performances and helped 21 children to get free education to private school in Greater Noida.
- Interpreted data using advanced Microsoft Excel functions and pivot tables to establish budget and investment protocol of the allotted government and charity funds.