# Rechita Singh

ttps://www.linkedin.com/in/rechita-singh/ • 945-232-6535
MS in Business Analytics at UT Dallas • rechita.singh@utdallas.edu

## EDUCATION

### THE UNIVERSITY OF TEXAS AT DALLAS

M.S. in Business Analytics
(Data Science & Machine Learning)
Aug 2022- Dec 2023

### UNIVERSITY OF DELHI

M.Sc. in Operational Research
2015-2017 | First Division

B.Sc(H) in Statistics
2012-2015 | First Division

## LINKS

Linkedin:// **rechita-singh**
Github:// **rechitasingh**

## COURSEWORK

BUAN 6320: Database Foundations for Business Analytics

BUAN 6359: Advanced Statistics for Data Science

BUAN 6383: Modeling for Business Analytics

BUAN 6341: Applied Machine Learning

BAN 6382: Applied Deep Learning

BUAN 6398: Prescriptive Analytics

BUAN 6337: Predictive Analytics

## TECHNICAL SKILLS

Programming Languages:
•Python • R • C++ • SAS • Lua LaTeX

Statistical/Learning Algorithms:
• Regression techniques – OLS, Logistic • Clustering Analysis - Kmeans; Hierarchical • Statistics – Inferential, Predictive, Prescriptive •Optimization techniques – Non-Linear Programming, Convex Optimization • Decision Tree • Random Forest • SVM • XGBoost • KNN • Neural networks • PCA • EDA

ML Frameworks/Others:
PyTorch • Tensorflow • SQL • Git • PowerBI • Tableau • OpenCV • AWS • MySQL

## PROFESSIONAL EXPERIENCE

### AXTRIA – INGENIOUS INSIGHTS

Senior Associate — April 2020 – August 2022

- Optimized task allocation for reps, resulting in enhancing the budget utilization by 2M, during the COVID-19 year, receiving the biggest client appreciation promoting the team from vendors to partners
- Forecasted and presented client's performance and budgeting KPIs for planning, recommended forecasts using ARIMA, achieving 97% accuracy QoQ.
- Deployed and automated employee performance reports and dashboards with more than 1500 employees using Salesforce and RPA - UI path resulting in 89% reduced effort and no manual intervention.
- Responsible for growing business portfolio with 3 Pharma giants involving all client interactions, handling expectations and feature requests on CRM platform Salesforce, which resulted in a 1.2Million $ portfolio with 21% YoY

### COGNIZANT TECHNOLOGY SOLUTIONS

Associate, Data Science — July 2017– April 2020

- Performed exploratory data analysis and quantitative descriptive statistics on pharmaceutical sales data, generated performance KPIs optimizing territory allocations reducing backlogs by 14%.
- Built prediction models with segmentation and classification using random forest, XGBoost, and logistic regression to analyze patients with high-risk Diabetes, resulting in an increase of 2.6% revenue YoY with improved claims filing.
- Developed stored procedures and scripts to perform ETL on large SQL datasets, the optimized process resulted in 45% reduction in processing time
- Responsible for optimizing system performance by automating reports and Dashboards in Excel VBA, resulting in saving time efforts by 90%

## AWARDS AND ACCOMPLISHMENTS

- **Wiley Certified Data Scientist (WCDS)** in 2019.
- **Coursera Statistical Analysis with R for Public Health** Specialization, 2021.
- **Awarded Milestone Achiever Award in 2019** for exhaustive process implementation and collaborative leadership at Cognizant.
- **Bravos** for - Excellent Performance, Innovation, Compassion, Interpersonal skills, and Cross-functional teamwork at Axtria Ingenious Insights in 2021.
- **Certificate of Appreciation** for implementing & delivering the budget optimization solution during Covid-19 WFH setting at Axtria in 2022.
- **Excellence Award** for demonstrating excellent team spirit and exemplary ownership Cognizant, 2018.
- **Consultant SME at organization level** for problem-solving and solution architecture - crisis management with 86% request closure rate

# RESEARCH AND PROJECTS

- "HCC Gaps in Coding ML Classification"
  Built classification/prediction models to analyze patients' characteristics and medical history in order to classify patients having Diabetes with Chronic Complications (HCC18) for a US-based Hospital. Applied techniques like Linear Regression, Logistic Regression, Random-forest, XGBoost, SVM, and Exploratory Data Analysis (EDA). Achieved an Increase in revenue by 2.6% /Y as medical claims gaps were minimized due to erroneous medical coding.
- "Behavioural Segmentation and Suitable Mutual Fund selection (Capstone Project)"
  The study of investing behavior of investors across Delhi via behavioral segmentation. Techniques of designing the survey, concepts of sampling, clustering algorithm, and profiling of segments were employed. Afterward, design a suitable selection process for different segments of investors with the aid of concepts of the Multicriteria decision-making process, more specifically, Analytical Hierarchical Process. In this study, Investors were classified among four segments each with distinguished investing traits, later a sample of the best 10 Mutual funds was selected based on the investing behavior and AHP was applied to select the best Mutual fund for that segment.
- "Predicting Customer Response "
  Build classification models to understand the Doctor's response to pharmaceutical sales reps detailing. The client was interested to understand the performance of sales conversion across various products offered. Techniques applied are Exploratory Data Analysis (EDA), k-fold cross-validation Linear Regression, Logistic Regression, Random-forest, and KNN. Random forest produced the best result, with 87% accuracy. The Optimized task allocation for reps, resulted in enhancing the budget utilization by approx. 2M
- "Betting Mechanics (Research)"
  "Statistically tested initial bets set by betting companies like bet365 for optimized value using Logistic Regression on the dataset of English Premier League from four seasons i.e. 2012-2016. Runner up in NC Ray Paper presentation competition, 2017
- "Machine Learning/AI scope in US Healthcare"
  'Wrote a white paper signifying the importance of introducing Machine learning and AI techniques in US Healthcare from providers' and patients' perspectives. Data were gathered using a survey (primary data), collected from Middle and upper-level management in Cognizant along with data extracted from the internet (secondary data). Suggested areas of impact as Remote patient monitoring and Reps detailing Physicians over the virtual environment will be crucial in the future based on current trends.
- "Market Basket Analysis"
  "Performed Market basket analysis for a US-based departmental store in California data including sales data for the past 24 months. The analysis identified associations that resulted in the increase of sales for suggested products by 18%.

# ELIGIBILITY

Eligible to work in the US for internships and full time for up to 36 months