

Richa Kaur

Business Analyst

Business-minded analyst with a demonstrated ability to deliver valuable insight via data analytics and advanced data driven methods from 2+years. Particularly relied on mathematical and technological background to attain a meaningful solution . Good technical experience in solving complex business problems using data and implementing machine learning algorithms.

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EDUCATION

- BTech in Computer Science & Engineering (with Honors), **9.1 CGPA** BPUT , Odisha- **2019**
- St. Josephs Convent School, Rourkela (1995-2013), **90 % in X , 89% in XII**

SKILLS

- **Tools & Framework** – Python3, R, SQL, Tableau, MS office ,Jupyter , Tensorflow, keras, sklearn,AutoML pandas,Pycaret,Flask,flutter, Aws/Azure/GCP,MongoDB, Snowflake ,PowerBI
- **Techniques** – Regression, Classification , Clustering , Bagging, Boosting, Dimensionality Reduction , Hyper Parameter Tuning ,Data Visualization ,Exploratory Data Analysis, Data Mining , Feature engineering,Data Wrangling ,Web Scraping ,ANN , CNN ,RNN (basic),NLP (basic) , Transfer Learning, Deployment, Advanced Data Analytics.

COURSES & CERTIFICATION

- [Deep Learning Specialization](#) Coursera.
- [DeepLearning.AI TensorFlow Developer Specialization](#), Coursera.
- [Applied Data Science in Python Specialization](#) ,University of Michigan
- [Descriptive Statistics with R](#),IIT Kanpur , NPTEL
- [Data Mining](#) , IIT Kharagpur ,NPTEL
- Intro to Statistics , Udacity
- Intro to Descriptive Statistics, Udacity
- Intro to Inferential Statistics ,Udacity
- [Hands On Tableau A-Z](#) , Udemey
- Tableau Advanced ,Master Tableau for Data Science , Udemey
- Machine Learning , Stanford University.

AWARDS

- Scholarship awardee for being top of the batch in 2nd,3rd,4th 5th semester.

STRENGTHS

- Excellent Oral &Written communication
- Committed to Lifelong Learning
- Ability and interest in working in a fast-paced, ambiguous and rapidly changing environment .

HOBBIES

- **Fitness** : Yoga ,Strength Training @gym
- **Adventure**: Hiking , Trekking , Camping
- **Book Reading**: (atleast 10 pages / day)
- **Sports**: Carrom, Chess, Badminton (award Wining),Cycling 10-15 km everyday

WORK EXPERIENCE

Swiggy

Business Analyst

April 2021- Present

Roles & Responsibilities :-

- Working for Growth and product analytics of Instamart (swiggy's grocery delivery service)
- Working in collaboration with Product managers & Business teams to leverage swiggy's food platform for expansion of Instamart to multiple cities (Currently 21 cities)

❖ Projects :-

- **Product based**: Instamart on Global/swiggy's main search
- **Subscription based** : Instamart on Swiggy One subscription
- **Marketing based** : ATL,BTL analysis of marketing campaign.
- **Other Growth based** : Profiling of visitors , Orders loss prediction ,New Store order prediction , Banner Analysis

- ❖ **Day to Day skills** :- SQL scripting, python , snowflake , excel , analysis , Power BI, Problem solving , multi team collaborations , Brain storming ideas for growth .

NMTechnosol (with @Affine Analytics)

Business Analyst

July 2019 –April 2021

Roles & Responsibilities : -

- Performed descriptive analysis and provide self-service analytical solutions to strategy global heads of pharma section of a Fortune 10 animal health company.
- Implemented Initial EDA deck and Visualization Dashboard to understand data behavior.
- Performed Advanced analytics,& querying to Derive insights from data.
- Served various on-site adhoc analytical requests , hypothesis testing .
- Developed fully automated reports from concept to product in form of Dashboard (creation, maintenance and story telling with Tableau.)
- Identified KPI for waterfall analysis for bulk purchasing potential of customers.
- Segregated Customers into Loyal ,Switch & new category & Performed Repeat purchase analysis to identify potential loyal customers to improve sales..
 - Developed requirements and create requirements documents and process flows.

❖ Data Science Initiative : - (Clustering & analysis for target marketing)

- Collaborated with different domain experts to ideate & derive initial KPI's .
- Aggregated Transactional level data to perform in detailed exploratory analysis.
- Derived insights & Performed dimensionality reduction using factor analysis.
- Used K-means ++ for Clustering & identified 4 clusters in data.
- Visualized Clusters using PCA & performed cluster analysis to generate insights.

Mindfire Solutions

Full Stack Web Developer (Intern)

January 2019 –June 2019

Roles & Responsibilities :-

- Created a Blogging Site from scratch where users can follow people, see posts from them , write ,edit, delete their own posts.
- Worked on Bug tracking web app , used by Team Members to assign a Bug Handling job to a particular Member , Track the Status of the Bugs

PERSONAL LEARNING AND PROJECTS

- **Back Order Prediction**– End to End ML application to detect if a product could come short & Order has to be cancelled.(inventory management)
- **Digit Recognizer (A deep learning app on flutter)** - A its a Deep Learning app that recognizes Digits . Users have Two options : either upload an image of a digit or draw the digit on drawing space. CNN Model was created in TensorFlow. ..
- **Demand Forecasting (Bike Sharing & Rental)** - A Regression problem to forecast the numbers of bikes to be rented at any hour of a day .(Kaggle challenge).