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 , Udemy
- Tableau Advanced ,Master Tableau for Data Science , Udemy
- 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   *April 2021- Present*
Business Analyst

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 5+ cities)
- Leveraging Click Stream Data analysis, A/B testing for Performance of Banners, customer target marketing ,Visitors profiling , Improvement of Search mapping system .

NMTechnosol (with @Affine Analytics)   *July 2019 –April 2021*
Business Analyst
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   *January 2019 –June 2019*
Full Stack Web Developer (Intern)
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
- **Sentiment Analysis**–Worked on a Classification problem to understand sentiment hidden in text & classify if it is positive or negative. (on IMDB movie reviews).
- **Back Order Prediction**– End to End ML application to detect if a product could come short & Order has to be cancelled.(inventory management)
- **Big Mart Sales** – End to End ML application deployed on GCP to predict the sales of an item at a particular Outlet .
- **Insurance Fraud Detection**- End to End ML application deployed on Azure to detect if the insurance claim is fraudulent or genuine.
- **Image Classification Web app** -A Flask Object Segmentation app that classifies between cats & dogs images when uploaded by a user. (CNN)
- **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).