Richa Kaur
Business Analyst

Business-minded analyst with a demonstrated ability to deliver valuable insight via data analytics and advanced data driven methods from 3.5+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.

Rourkela, Odisha
(+91)9090302071

https://richakbee.github.io/
richabudhraja8@gmail.com
https://github.com/richakbee
https://www.linkedin.com/in/richa-kaur-931500141/

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 ,AWS , S3 ,Power BI

- **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
- Finance and Quantitative Modelling for analyst Specialization Coursera(Wharton)
- 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 Descriptive Statistics, Udacity
- Intro to Inferential Statistics ,Udacity
- Hands On Tableau A-Z , Udemy
- Machine Learning , Stanford University.

AWARDS
- Scholarship awardee for being top of the batch in $2^{nd},3^{rd},4^{th}$ 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,Cycling

PERSONAL PROJECTS (on ML , Vision ,NL)

WORK EXPERIENCE
Amazon   *March 2022- Present*
Business Analyst

 Roles & Responsibilities :-
- Working for India Transport – Analytics operations Team (Network loss charter)
- Help Amazon minimize losses in the network (In transit / in facility losses) using advanced Analytics .
  - **Day to Day skills :-** SQL scripting, python , AWS, S3 , excel , analysis , Tableau , Quick sight ,Problem solving ,Brainstorming

Swiggy   *April 2021- March 2022*
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 21 cities)
- ❖ **Projects :-**
  - **Product based**: Helped improve search for customers on Instamart on app
  - **Subscription based** : Handled Swiggy One subscription for Instamart to which led to 8% increase in orders
  - **Marketing based** : Helped in billboard , online marketing analysis
  - **Other Growth based** : Profiling of visitors , Orders loss prediction ,New Store order prediction , IN APP 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)   *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 , to assign ,track a Bug Handling job to aparticular Member.