Richa Kaur
Business Analyst

Business-minded analyst with a demonstrated ability to deliver valuable insight via data analytics and advanced data driven methods. Particularly relied on mathematical and technological background to attain a meaningful solution. Good technical experience in 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, Jupyter, Tensor flow, keras , Sklearn, AutoML , pandas , Pycaret ,Tableau, MS office, Flutter ,Android Studio, Aws/Azure/GCP, SQL, MongoDB.
- **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 , 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
- Machine Learning , Stanford University.

AWARDS

- Scholarship awardee for being top of the batch in $2^{nd},3^{rd}, 4^{th}, 5^{th}$ semester

STRENGTHS

- Oral & Written Communication
- Committed to Lifelong Learning
- Team Building

Hobbies

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

WORK EXPERIENCE

NMTechnosol (with @Affine Analytics)
Business Analyst   *July-2019 – Present*

Roles & Responsibilities :-

- Understanding Business Problem and domain by interacting with onsite.
- Remotely working for world's second largest animal health company
- Implemented Initial EDA deck and Visualization Dashboard to understand data behavior.
- Advanced analytics, Derive insights from transaction level data.
- Served various on-site adhoc analytical requests.
- Dashboard creation, monthly 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 customers to improve sales.
- Defined Initial set of KPI's and Identified four clusters for Market segmentation using unsupervised machine learning techniques for targeted marketing .

Mindfire Solutions
Full Stack Web Developer (Intern)   *January-2019 –June 2019*

Roles & Responsibilities :-

- Created an end to end Blogging Site from scratch.
- Tools & Technologies include:
  - Front end : HTML, CSS , JAVASCRIPT , AJAX , JQUERY
  - Back end : Cold Fusion.
  - Database : Microsoft SQL Server

PERSONAL LEARNING

- **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)