

# RIYA RANA

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## EDUCATION

### INDIAN INSTITUTE OF TECHNOLOGY KANPUR, INDIA

JUL 2011 – JUN 2016

BS MS Dual Degree, Mathematics & Scientific Computing • Minor, Industrial & Management Engineering

## WORK EXPERIENCE

### ACCENTURE, MUMBAI | ANALYTICS CONSULTING

JUL 2016 – CURRENT

2+ years of onsite experience in creating analytical solutions to help clients make strategic decisions. Top 1% analyst to be awarded 'Shining Star award 2018' for exemplary performance. Key deliverables:

- **Strategy: Leading Oil & Gas client**  
Led fuel Retail business' analytics delivery for a strategic public sector project.  
Identified key drivers affecting market share loss on a critical highway (40% of retail business) by developing a site segmentation-regression model, suggesting business relevant growth actions.  
Led analytics workshops, presented insights to C-suite executives regularly.
- **Marketing Analytics: International Oil & Gas client**  
Actively collaborated with Accenture strategy managers in Europe as direct POC on a multi-country campaign plan pilot, providing layers of insight on customer lifecycle, engagement, tenure.
- **Client: Automotive Industry**  
Enabled better target planning by developing a mixed model to predict month-end retail volume.  
Analyzed campaigns' effectiveness to improve campaign design and retain more customers.

### TATA INNOVATION LABS, MUMBAI | RESEARCH INTERN

MAY 2014 – JUL 2014

- **IP Landscaping - Service Experience Design**  
Identified competition awareness, white gaps in Service Experience Design using prior art.  
Built database with relevant patents and a patent situation landscape in Visio, Mind-map.
- **Business Model - Digital Identity App for Rural Indians**  
Performed extensive market research on the Indian rural userbase, platform feasibility, future growth.  
Proposal: Collaboration with state government, mobile companies to sell platform at built-in affordable rate. Other recommendation: Personalized value advertisement.

## VOLUNTEERING

### PROJECT 'ABHILASHA', NGO, IIT KANPUR | PUBLICITY HEAD

JUN 2013 – NOV 2013

Worked for a student run NGO, focusing on social development of mentally challenged children.  
Led a team of 7 members to design promotional posters and prepare literary content.  
Launched social media presence, reaching 3600+ people in a week. Organized regular donation drives.

## PUBLICATION

S.C. Misra, R. Rana, R. Verma (2017). *Modelling change management and risk management in a financial organization due to information system adoption*. Transnational Corporations Review, 9:4, 248-268

## PERSONAL UX PROJECTS

- **News App Prototype: 'Splash'**  
Designed a personalized news app prototype with a USP feature 'near me', using insights from business requirements and user personas, during a 5-day workshop with a dummy client.
- **Website Redesign: 'Aadhar' (ongoing)**  
Identifying usability issues by conducting heuristic evaluation of a highly visited Indian Government website. Redesigning information and visual elements in sync with the government's digital brand.
- **Mobile Launcher for Elderly People (ongoing)**  
Developing & designing a mobile home launcher for elderly people's needs based on user interview.

## SKILLS & TOOLS

- **Design tools:** Sketch, Adobe XD, Invision, Marvelapp
- **Design:** Heuristic Evaluation, Storyboarding, Personas, Wireframing, Prototyping, Visual Design
- **Programming:** Basic HTML/ CSS, Python, R, SAS, SQL, SPARK, C++, Java
- **Consulting:** Problem framing-solving, Project management, Communication & Presentation skills
- **Analytics:** Advanced statistical modeling, Market research, Forecasting, Exploratory data analysis
- **Analysis & Visualization tools:** Excel VBA, QlikView, QlikSense, Tableau, SPSS, Microsoft Office

## SELECT ACTIVITIES

- **Business:** Top 5 out of 30 teams at inter-college Business plan competition.
- **Writing:** Sub-editor for campus magazine. Wrote socially relevant articles for online youth platforms.
- **Intra-college competitions:** 1st & 3rd prize (informative science cartoon), 2nd prize women's Throwball