

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.

Member of top client-value generating team to be awarded 'A-Team award 2016'. 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 leadership executives regularly.
- **Marketing Analytics: International Oil & Gas client**
Actively collaborated with Accenture strategy managers in Europe as direct POC on a 7-country contact plan pilot, providing layers of insight on customer lifecycle, engagement, tenure.
Developed a universe control group to holistically analyze all campaigns' performance of 3 countries.
- **Client: Automotive Industry**
Enabled better target planning by developing a mixed model to predict month-end retail volume.
Worked with the Service lead to analyze effectiveness of Spare Parts loyalty, Free servicing campaigns to improve campaign design and retain more customers.
Handled output generation of major regression models. Led data issues calls with data vendor teams

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, Taylor & Francis, 9:4, 248-268

SKILLS

- **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 AT IIT KANPUR

- **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, Winner in multiple group dance inter-college competitions.
- **Organizing:** Marketing Executive, Technical Festival'13; Creative team Executive, Cultural Festival'12; Alumni contact program member'11