Taru Raaj Agrawal

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Education

Dhirubhai Ambani Institute of Information & Communication Technology (DA-IICT), Gandhinagar (Gujarat)   **2009 – 2013**
- B.Tech, Information & Communication Technology - CPI: 7.67/10

Patna Muslim High School, Patna (Bihar)   **2008 – 2009**
- CBSE 12th- Aggregate: 82.80%

International School, Patna (Bihar)   **2006 – 2007**
- ICSE 10th- Aggregate: 92.71%

Experience

Capillary Technologies, Bangalore   **Jan'13 – Present**
Business Analyst (Region: UK/US)   **May'13 – Present**
- Data Analysis, Campaign Designing & Analysis, Customer Segmentation & Lifecycle Designing, Statistical Analysis, Data Cleaning and Integration
- Leading a team of Business Analysts and MIS Analysts, generating revenue of £ 1 Million per annum.
- **Handling End to End CRM analytics projects** for leading Apparel Brands of UK/US contributing maximum to Capillary's revenue.
- **Implemented CRM Solution** in different verticals like Apparel, Petrol Pumps, Sports, Super Market.
- Introduced multiple **first time** analytical techniques like **Logistic Regression, Confidence Testing, Ad Hoc Tracker** in Capillary.
- **Designed Regression based Customer Lifecycle**, generated **incremental sales of £0.5 Million** over a period of 6 months.
- Designed targeted campaign for Shirt Buyers for a client, **received appreciation on Twitter by CRM critique.**
- Added value to the client through actionable data insights and campaign suggestion generating **an impact of 3-4 % on top-line.**
- Assisted IT team in data integration planning and execution, Business Tool development team in monthly report setup and creation.
- **Part of Analytics Training team**, mentored new Joinees, took sessions of Advanced SQL, SQL-Good Practices.

Trainee Analyst   **Jan'13 – Apr'13**
- Work comprised of understanding and cleaning of large data, understanding basic analysis methodologies, preparing Basic Reports.
- Part of the team which **converted 3 Pilot Projects** of UK region into full roll-out.
- **Received PPO** to join Capillary as a full time Business Analyst.

National Informatics Center (NIC), New Delhi   **May'12 – Jul'12**
UI Developer Trainee (Intern)
- Work comprised of designing front-end of NIC Training Portal.
- Introduced **Drupal CMS**, which helped in reducing the overall effort on the project.

Skills

- In Depth knowledge of Analytic Techniques like **Logistic Regression, Bootstrapping, Segmentation, Hypothesis testing, etc.**
- **Campaign Measurement, Customer Profiling, Acquisition (Win-Back), Retention , Up-sell & Cross-sell Campaigns, Loyalty Programs**
- Worked on Analytics Tools like **KXEN, SPSS and R-Studio and Capillary's Conquest.**
- Expert in **SQL ,Excel and PowerPoint**

Awards & Achievements

- **Received 'On the Spot' award** for designing a unique lifecycle model, executed first time by any apparel brand in the market.
- Received **Merit Scholarship** successively for four years during B-Tech from DAIICT.
- **Headed Sponsorship dept.** Annual Festival, DAIICT(Aug'11 – Apr'12), Leaded team of 30, arranged sponsorship of 30 Lacs.
- **Won Student Body Government Election** of DAIICT as head of Hostel Wing.
- **1st Prize in Business Plan Competition**, organized by Ahmedabad branch of IEEE.