Siddharth Tripathi

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EDUCATION

Texas A&M University, Mays Business School — College Station, TX
Master of Science in Management Information Systems — May 2022

RV College of Engineering, VTU — Bengaluru, Karnataka/India
Bachelor of Engineering in Electronics and Communication — May 2016
GPA: 3.68/4.0

EXPERIENCE

Rankethon — Bengaluru, KA/India
Senior Associate, Market Analytics - Product — May 2019 – December 2019
- Designed, developed and established KPIs using analytical models and financial reports to monitor and provide strategic insights to drive delivery performance in Marketing and Customer Service measures
- Outlined work plans, determined resources, wrote timelines and generated initial budgets as a part of project scope determination for new projects; analyzed feasibility and risks involved on Excel and Wrike and reduced total project completion time by ~15%
- Managed product analyst team by defining product vision, gathering and prioritizing customer requirements of market value proposition, business goals standards, marketing integration, web development, analytics and release of updates to ensure availability of virtual learning product

Business Intelligence Associate, EDA — September 2017 – May 2019
- Operationalized business intelligence solutions and conducted advanced analytics to identify opportunities and strengths to meet business goals; resulted in better resource allocation in the marketing department
- Created and maintained data visualizations that educated, informed and engaged business partners on key metrics and performance measures; developed a 360-business dashboard with multiple panels and parameters
- Identified and recommended business process and waiting-time improvements by applying analytical models that boosted sales by 15% over a quarter

Wells Fargo — Bengaluru, KA/India
Technology Analyst, Consumer Lending Technology — July 2016 – August 2017
- Developed, optimized and maintained data architectures for Home Equity Business Intelligence team under Consumer Lending Technology department to speed up performance during migrations; shared 30% responsibility
- Analyzed data warehouse during builds and designed databases for home equity financing applications; performed wrangling, debugging and querying on data sets to transform data to improve overall performance by 20%
- Worked on exploratory project with fellow graduate trainees and designed a fully functional database application resembling an airline reservation system to deeply understand production work environment; awarded Wells Fargo Champion Award

LEADERSHIP

Entrepreneurship Cell, RV College of Engineering — Bengaluru, KA/India
Vice President — August 2014 – August 2015
- Headed and managed Creativity and Design Team to conduct online marketing surveys digital promotions through interactive posters and videos to organize and market various events on the campus
- Oversaw planning and execution of TEDxRV and Tata First Dot by strategizing online frameworks and defining project plans; worked with web development and design team to increase online engagement among other universities resulting in 35% more participation
- Resolved conflicts on the design front by leading meetings between opposing parties, reducing time lost to intra-team conflicts by 30%

SKILLS, ACTIVITIES & INTERESTS

Technical Skills: C, C++, Python (Numpy, Pandas, Seaborn), R, TCL, Shell, SQL, SAS, HTML, CSS, Machine Learning (Scikit-learn), Regression, KNN, Decision Tree, NLP
Tools: Tableau, SAS, R, Python, MySQL, Alteryx, Power BI, Jupyter Notebook, SQL Server, Excel, MS Office
Certifications & Training: Ultimate MySQL, Relational Databases Essential Training etc
Activities: Entrepreneurship Cell at RVCE, Volunteer at Blind School for Girls, Digital Promoter at Animal Aid