Srishti Singh

Seattle, WA • (857)869-0950 • sriwork1oct@gmail.com • [LinkedIn](#) • [PortFolio](#)

Education

Master, Data Analytics(Statistical Modelling)

Northeastern University, Seattle, WA
April 2024
GPA: 3.9/4.0

Bachelor, Information & Technology

Banasthali Vidyapith, India
June 2018
GPA: 3.7/4.0

Skills

SQL, Advance Excel, CRM, Tableau, Redshift, ETL, Power BI, Alteryx, SSMS, Python, R, Power Query, Salesforce, JIRA, Apex, Business Process Design, Agile Management, Data Modelling, Time Series Analysis, A/B Testing

Professional Experience

Business System Salesforce
July 2023 – Dec 2023

Doosan Bobcat Digital Innovation (DDIA), USA

- Developed a **global forecast performance indicator** tool (associated revenue value $2B; combined USA & Canada) to identify risks and provide effective forecast KPIs, resulting in a 2% improvement in Forecast accuracy on the CRM Platform.
- Spearheaded initiatives to streamline **lead management**, reducing qualification time by 30% and boosting conversion rates by 20% using Salesforce, driving sales efficiency and revenue growth.

Senior Data Associate
May 2021 - September 2022

Price Waterhouse Coopers (PwC-USA), (Remote)

- Led cross-functional team of 3 in developing **"US Healthcare Client Cost Estimator"** for **PwC USA** utilizing Cash **Waterfall analysis in Excel** to capture net patient revenue, resulting in **10% growth in cash flow maintenance.**
- Directed **A/B testing** initiative for optimizing landing page design, resulting in a **30% increase in click-through rate** (CTR) and a **20% improvement** in conversion rate, driving enhanced lead generation and revenue growth
- Created an ETL system and Financial Model using **Alteryx and Advance Excel**, collected data from 85+ OLTP sources, transformed and loaded it into a data warehouse and helped **slash crashes and overloading by 25%.**
- Conducted Attrition analysis for **100 countries during COVID & and resolved attrition rates** by interactive Employee Attrition tracker report & and scheduling leveraging Power BI.

Business Analyst
November 2018 - April 2021

Tata Consultancy Services (TCS), India

- Executed market research for client **BAYER** to identify potential buyers and migrated data for **30 GxP and non-GxP applications** to ensure cost-effectiveness and quality standards.
- Designed a **Tableau-driven population health management dashboard** with KPIs such as vaccinations, healthcare access, preventive care utilization, and chronic disease management, leading to a **30% enhancement** in recognizing **healthcare disparities** among different demographic groups.
- Initiated and oversaw **defect log maintenance**, reporting, and (SIT) execution for specific applications, acting as a crucial intermediary between stakeholders and development teams.

Academic Projects

- Leveraged Python to develop predictive models, including **Linear Regression & Lasso regression**, integrating Airbnb and US Census data to identify revenue drivers. Achieved a 2% growth in profitability.
- Created a **Crime Analysis Dashboard** for San Francisco, and identified top predictors of severe crimes using **Logistic Regression** with 87% accuracy, including Weapon, Sidewalk, Street, Female, and Age.

Certifications

- Java Beginner certification, Alteryx Core Designer Certification, Certified SAFe® 6 Agilist (SA), SQL certification by HackerRank