

Srishti Singh

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Education

Master, Data Analytics(Statistical Modelling)

Northeastern University, Seattle, WA

June 2024

GPA: 3.9/4.0

Bachelor, Information & Technology

Banasthali Vidyapith, India

June 2018

GPA: 3.7/4.0

Professional Experience

Business System Salesforce

July 2023 – Dec 2023

Doosan Bobcat Digital Innovation (DDIA), USA

- Devised a **global forecast performance indicator tool** (associated revenue value \$2B; combined USA & Canada) to **identify risks** and provide effective **forecast KPIs** with visibility on customer attainment
- Led initiatives to streamline lead management, resulting in a **30% reduction** in lead qualification time and a **20% increase** in lead conversion rates, driving enhanced sales productivity and revenue growth
- Conducted training sessions for sales and marketing teams on Salesforce best practices, resulting in a **10% increase in user proficiency**. Provided ongoing support to Salesforce users, achieving an **80% satisfaction rate** in user surveys

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**
- Developed complex **SQL queries and stored procedures** to automate daily extraction and reporting process for Financial Datasets to analyze ROI and NPV, saving 2hrs per week as a result
- 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 & 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 suppliers and negotiated **20 contracts** to ensure cost-effectiveness and quality standards
- Designed a **Tableau-based population health management** dashboard that enhanced identifying health disparities and areas for improvement by 30%
- Contributed to Defect log maintenance, reporting and SIT execution of the assigned applications

Academic Projects

- Utilized Python library **Sklearn and linear regression** to build a strong prediction model on the housing dataset. GridSearchCV was used to tune hyperparameters and K-fold cross-validation was used to improve model performance
- Developed and implemented a **Crime Analysis Dashboard** for San Francisco, utilizing historical data to reveal a consistent decline in overall crime rates from 2018 to 2020, providing actionable insights to law enforcement.

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

Certifications

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