# Srishti Singh

Seattle, WA | (857)869-0950 | sriwork1oct@gmail.com | [LinkedIn](LinkedIn) | [Portfolio](Portfolio)

Strategic data professional with a master's degree & 4+ years of experience in driving operational excellence through Data-Driven Insights and Lean Six Sigma methodology.

## Skills

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|---|---|---|---|
| • SQL | • Power BI | • Salesforce | • Agile |
| • Advanced Excel | • Alteryx | • JIRA | • Snowflake |
| • Tableau | • R/Python | • Data Modelling | • Reporting |
| • ETL | • Power Query | • Data warehousing | • Predictive modeling |

## Professional Experience

**Business System Analyst**                                                                                                    July 2023 – Dec 2023

Doosan Bobcat, USA

- Implemented a predictive maintenance model using the Random Forest algorithm and **Fish Bone Diagram** to forecast equipment failures, **reducing unplanned downtime by 15%**.
- Spearheaded initiatives to streamline lead management in **Salesforce** using Value Stream Mapping **(VSM)**, reducing qualification time by 30% and boosting conversion rates by 20%, thereby driving sales efficiency and revenue growth.

**Senior Data Analyst**                                                                                                    May 2021 - September 2022

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

- Led a cross-functional team of 3 in developing a **"US Healthcare Client Cost Estimator"** for utilizing Cash **Waterfall analysis in Excel** to capture net patient revenue, resulting in **10% growth** in cash flow maintenance**.**
- Forecasted monthly sales for a retail company with **ARIMA** achieving a Mean Absolute Percentage Error **of 10%**
- 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%.
- Analyzed attrition across 100 countries using logistic regression in **Python and Pareto analysis**. Reduced attrition rates by 15% by developing an interactive Employee Attrition tracker report in Power BI
- Developed and implemented a machine learning model using Random Forest and Gradient Boosting algorithms, which increased the **fraud detection rate by 10%** while reducing **false positives by 5%.**

**Senior Business Analyst**                                                                                                    November 2018 - April 2021

Tata Consultancy Services (TCS), India

- Engineered a **K-means customer segmentation model** for BNP Paribas, enhancing targeted marketing campaigns and boosting **customer engagement by 20%** and cross-selling opportunities by 15%
- 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.

## Education

**Master, Data Analytics**

Northeastern University, Boston, MA                                                                                                    May 2024

GPA: 3.9/4.0

**Bachelor, Information & Technology**

Banasthali Vidyapith, India                                                                                                    June 2018

GPA: 3.7/4.0

## Certifications

Data Camp certified Data Analyst, Alteryx Core Designer Certification, Certified SAFe® 6 Agilist (SA), SQL Gold Batch by HackerRank