**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.
* Trained the team and refined the demand consensus meet into 3&6-month horizons consisting of **WMAPE**, **ABC/XYZ**, and forecast algorithm to predict demand based on the month’s trend and yearly seasonality leading to maintaining **35% below monthly variance**.
* Conducted training sessions for sales and marketing teams on Salesforce best practices, resulting in a **40% increase in user proficiency**. Provided ongoing support to Salesforce users, achieving a **95% 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 & 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 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%
* Performed comprehensive analysis of over **500 human cell samples** from diverse patients to classify cell types. Additionally, successfully predicted the likelihood of developing a specific type of cancer with an **accuracy rate of 85%**

**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