RITIKA GHOSH

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EDUCATION

University of Connecticut   Expected Graduation Date: April 2025
Master's in business Analytics and Project Management

SRM Institute of Science and Technology   Graduation Date: May 2020
Bachelor of Technology in Information Technology   GPA: 3.8

SKILLS

Programming & Technical Tools: Python, R, SQL, Excel (Advanced), C#, .NET, Azure DevOps, AWS, Docker
Analysis & Visualisation: Power BI, Tableau, Looker, Visio, Alteryx, Hadoop, Google Analytics, SAS (BI, Text Mining)
Data Management & Modeling Processes: Data Cleaning, Data Wrangling, Data Validation, Relational Databases, Database Management (SQL Server, MySQL, PostgreSQL), Lucidchart
Project Management: Agile (Scrum, Kanban), Jira, Trello, Monday.com, Microsoft Project

WORK EXPERIENCE

Business Analyst | Hartford HealthCare   *August 2024-Present*
- Optimized web resources by conducting in-depth data-driven analysis, enhancing patient navigation and accessibility, resulting in a 20% increase in user engagement across critical healthcare services.
- Collaborated with sponsors and stakeholders to refine data-backed recommendations based on healthcare trends, ensuring alignment with organizational objectives, improving sponsor satisfaction by 25%.
- Led analysis of user engagement patterns across multiple web platforms to identify inefficiencies, streamlining content and improving the patient experience, leading to a 15% reduction in drop-off rates.

Analyst | Transunion   *May 2020 - June 2023*
- Led end-to-end functional requirement documentation and user stories for web applications; built 20+ client-server application pages using .NET with SQL-based database integration.
- Utilized Azure DevOps for backup, recovery, and system performance monitoring, reducing downtime by 30% and ensuring data security.
- Automated testing processes with the QA team, leading to a 20% reduction in testing time and boosting system reliability.

Business Analyst Intern | L&T   *June 2018– July 2019*
- Documented requirements for an intranet portal, improving communication and reducing operational issues by 35%.
- Created Power BI reports for senior management, enhancing decision-making with standardized data flow

PROJECTS

Gen AI Financial Analysis Platform | *(Flask, OpenAI, AWS)*   *Aug 2024 - Sept 2024*
- Developed an AI-powered platform on AWS for document parsing, sentiment analysis, and DCF valuations, generating real-time financial insights.

Retail & E-commerce Analytics | *(Time-series Forecasting, Sentiment Analysis)*   *Jan 2024 - Mar 2024*
- Improved Walmart's sales forecasting by 20% and McDonald's marketing effectiveness by 15% through targeted data analysis.

Nest Egg - Financial Management App | *(Financial Tracking, Data Analysis)*   *Ongoing - in collaboration with UConn's CCEI*
- Co-led the creation of a personal finance app for automated savings, real-time expense tracking, and investment management.

Predictive Model for Credit Card Approval | *(Machine Learning)*   *Dec 2023 - Jan 2024*
- Built a credit card approval model with 98% accuracy using logistic regression and other classification algorithms.

Published Research Paper | *(Machine Learning, Deep Learning)*   *Jan 2020 - May 2020*
- Co-authored and published a predictive model on personality traits, aiding student assessments for university counsellors.

EXTRACURRICULARS

UMAPS (UConn MSBAPM Club) | Growth and Strategy Head   *Jan 2024 - Present*
- Executed growth strategies, expanding club's reach by 25% through targeted initiatives and enhanced networking events.

Harvard Global Case Competition | Analyst Team Lead   *Feb 2024 - April 2024*
- Applied financial modelling and strategic frameworks to analyze a complex merger and acquisition problem statement.

ITC Vegas & NetDiligence Cyber Risk Summit Representative
- Represented UConn at leading industry conferences, gaining insights into data-driven insurance innovations.