

## Career Objective

To obtain a challenging position in a reputed organization that would allow me to fully draw upon my academic knowledge, hone my skills and to help the organization achieve success concomitant with my personal development

## Work Experience

### 1. Senior Analyst (Business Analyst)

dunnhumby TESCO-UK  
(Apr'17 – till date)

- Client deliverables
  - Responsible for timely delivery of client-ready presentation and additional insights for digital campaigns run via various social media partners like Sociomantic, Facebook, KBM and Twitter
  - Delivered an average of 3+ campaign measurement decks and 4+ targetings per week across various markets and business partners
  - Worked on **multi-channel measurement** of multiple retailer level campaigns along with client leads and i-store customer engagement counterparts
- Solutions development & enhancement
  - Improved existing digital campaign targeting and evaluation solutions by taking feedback from analysts
  - Developed a new **Light Touch Solution** to measure campaign performance for targeted households by enhancing the logic and bringing down the solution run time from 3 days to 2 hours
  - Developed an exposure data ingestion engine which ingests huge chunks of data on daily basis and flags anomalies to the concerned team at the very first stage
  - Recently took an additional responsibility of migrating solutions from SAS/SQL to Pyspark/Hadoop in 3 sprints

**Achievements** – Was honored with a recognition award “**PayItForward**” for being instrumental in managing 8-10 projects simultaneously under stringent timelines

### 2. Decision Scientist (Business Analyst)

Mu-Sigma Business Solutions  
(May'15 – Mar'17)

- Worked for the **Global web analytics team** and drew valuable insights which further increased customer engagement for one of the top 20 Fortune-500 companies
- Built a world listening engine to **capture worldwide trends & news topics and identify engaged users**
- Currently working in a 4 member team on an open-ended organizational initiative to **enable companies provide hyper-personalized offerings** by monetizing trans-firewall data
  - Formulated and implemented a detailed project plan for an open-ended organizational initiative
  - Created an ultra-rich longitudinal customer behavior and preference database from their social media accounts
  - Developed **machine learning algorithms to learn and predict customer behavior**
  - Built an algorithm that **identified 150,000 millennials on Twitter** using machine learning concepts, mapping their behavior to personalized offerings
  - Leveraged natural language processing tools to understand user behavior and used machine learning techniques to identify and tag millennials
  - Created a **graph database of millennials and their network, along with their interests and behavior to enable hyper-personalization**

**Achievements** - Successfully completed the project **World Listening Engine** in the given time & it has since been **adopted by the organization**

### 3. Intern at AGC Networks

Avaya Global Connect  
(Jun '14 – Jul'14)

- To implement “**Project management**” tenants by managing, supervising and coordinating the roll-out of VoIP (Voice over Internet Protocol). Acted as an advisor in the **six sigma** implementation of **message transmission** so as to cut down on the cost for the organization

## Technical Skills

Analytical Tools	: SQL and SAS
Programming Languages	: Python and R
Software	: MS-Excel, Neo4j and Tableau
Language proficiency	: English, Hindi and basics of French
Operating system	: Windows, Linux (basic)

**Academic Background**

Bachelor's degree in Electronics and Communications Engineering

**Birla Institute of Technology**  
**(Aug'11 – May'15)****Projects / Training / Workshop**

1. Successfully completed training at **Mu Sigma University** well within the stipulated time frame **(May'15 - Jun'15)**
2. Final year college projects **(Aug'14 – Apr'15)**
  - a. Developed a drowsy driver detection (**D-3 tool**) to identify and inform the concerned authorities if a driver is not in a condition to handle vehicle and thus prevent some major accidents before hand
  - b. Implemented Human Computer Interface(**HCI system**) by making the computer understand and utilize human hand gestures and perform tasks accordingly

**Academic Achievements & Distinctions / Cultural / Sports**

- **Academic Achievements**  
Secured **AIR-479** in 11<sup>th</sup> **National IT Aptitude Test (NITAT-2015)** by scoring **99** percentile  
Was awarded **first prize** in **HR Simulator** (Management Team Event), Tech Vibes'15 at Birla Institute of Technology  
Was selected to represent school in **district level Biology Olympiad** held by Delhi Public School, Agra
- **Cultural**  
Won first prize several times in Skit, Poetry and Group Singing Competitions at school level  
Was awarded silver medal for S.U.P.W.
- **Sports**  
Won second prize in district level (Moon Olympics) Basketball Tournament  
Won first prize in college level Throw ball, Kho-Kho and Volleyball Competition, Cavorts

**Extra-Curricular Activities**

Positions of Responsibility	<ul style="list-style-type: none"><li>• <b>Youngest Core Team Representative</b> Co-ordinated the company's Annual Cultural Event(Exposé-2015) at Mu-Sigma Business Solutions</li><li>• <b>Senior Coordinator of Cultural Committee</b> Served as the <b>Head Coordinator</b> of the cultural committee Successfully organized the Annual cultural Fest "Vibrations and the "Annual Cultural Meet" for four consecutive years</li><li>• <b>Annual Technical Fest</b> Volunteered for the Technical Committee of the college for 1 term and actively contributed in organizing "Tech-Vibes"(Annual Technical Fest)</li><li>• <b>Model United Nations</b> Represented college for two terms at Model United Nations (JECRC, Jaipur and IIT-Delhi) as the delegate of Cameroon and Angola in separate events</li></ul>
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I certify that the information furnished above is factually correct.

(Sakshi Seth)

Date- 10 Nov'18