**Priya Sancheti**

**Gurgaon, India**

**Contact**

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**Objective**

**Seeking a position that challenges & gives me opportunity to learn and contribute to organization’s growth**

**Education**

**2015**

**2013**

**MSc Mathematics,** Miranda House, University of Delhi

**BSc. Mathematics,** Miranda House, University of Delhi

**83.13%**

**91.71%**

**2010 Sr. Secondary – CBSE,** K.S. Lodha Public School, Falna, Rajasthan **87%**

**2008 Secondary – CBSE,** K.S.Lodha Public School, Falna, Rajasthan **85.80 %**

**Work Experience**

**Decision Point Analytics, Gurgaon Oct, 2017 - Ongoing**

**Business Analyst**

**Price Statistic:** Understood price evolution & momentum within industry over time to highlight white spaces across regions/channel for a beverage company.

**Share Estimation:** Forecasted share across categories using statistical model viz VARMAX and highlighted potential shortfalls from the targets to make appropriate interventions.

**Contingency Planning:** Studied correlation of Consumer Spends with various macro-economic variables and forecasted it using multivariate regression.

**Integrated Commercial Analytics:** Utilized sales, production, competition and brand equity data to figure out various strategic and commercial opportunities.

**RED Impact:** Analyzed impact of daily execution on sales using profiling, segmentation & quintile analysis.

**Decision Point Analytics, Gurgaon Oct, 2016 – Oct, 2017**

**Data Analyst**

**Growth Decomposition:** Utilized growth decomposition framework to segment growth within same store universe. Developed, optimized & implemented store flag algorithm in SAS.

**Cannibalization:** Analyzed the impact of new product launch on existing products for a beverage company in Central Asian Countries.

**Sales forecasting:** Obtained volume trends & forecasted volume sales for various packs using ARIMA

model for a beverage company.

**Automation:** Automated routine deliverable to improve its efficiency by 33%.

**Academic Projects/ Courses**

**Online Courses: Coursera**

**Introduction to Data Science:** a field that includes systems to extract insights from data.

**Statistics: Making sense of data**, Using Statistical concepts to understand data. **Fractals:** Studied its nature and application in fields like Computer Graphics, Biology etc. **Artificial Bee Colony (ABC Algorithm):** Research study on natural behavioral of bees**.**

**Computational Skills**

**Analytical and Statistical Tools: SAS | R | Advanced Excel**

**Programming Languages: C++ | SQL**

**Academic Achievements**

Awarded Kasturi Memorial Prize for securing the highest aggregate in BSc (H).

Secured 2nd Position in Baseline Mathematical Science Test 2012-13, Miranda House.

Awarded Gold Medal for securing 1st position in 12th standard science stream.

**Extra Curriculum Activities**

**National Cadet Corps:** Hold C – Certificate as Junior Under Office with B- Grade.

**Department of Mathematics, Miranda House**

Served as Placement Cell Student Coordinator, 2012 – 13.

Lead Paper Presentation event of “ORIGIN 2013” department fest.

Served as President, 2014 – 15 of Ananya – Placement Cell, Department of Mathematics, DU.