**Aanchal Kanodia**

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# EDUCATION

**Robert H. Smith School of Business, University of Maryland,** College Park, MD **December 2016**

*Master of Science in Information Systems: GRE – 321; GPA – 3.7*

Women’s cell leader; Smith Student Association Ambassador

**Visvesvaraya National Institute of Technology**,Nagpur, India **May** **2015**

*Bachelor of Technology in Computer Science and Engineering: GPA – 3.6*

**Technical Skills:**

*Tools*: RStudio, Hadoop/MapR, Hive, Pig, AWS, Cloudera, Excel, Google Analytics/AdWords, @Risk, Salesforce

*Data Modeling Skills:* Data Mining, Predictive Modeling, Statistical Modeling/Analysis, Operational Management, Forecasting, Optimization Modeling

*Languages: R,* Java, JavaScript, SQL, HTML, C, C++, Python, CSS

*Certifications***:** R Statistics, Hadoop Fundamentals, Google AdWords

**PROFESSIONAL EXPERIENCE**

**PwC – New York, USA** **June – August 2016**

*Technology Consultant in Financial Services – Cybersecurity and Privacy*

* Engaged by a mortgage banking firm to assess compliance of existing Business Continuity Plans against FFIEC requirements
* Participated in discussions with over 90 process leaders from various divisions to address the gaps gauged
* Formulated disaster recovery planning framework encompassing 32 business units
* Documented the results of enterprise-wide Business Continuity Plans using risk management software in order to support client’s effort to maintain sustainable BCP process

**KPMG – Mumbai, India** **May – July 2015**

*Consultant (Information Systems)*

* Compared 37 projects with their leading practices while indicating deviation from ideal standards using @Risk
* Appraised, remodeled and tailored architecture of existing project management tool for launch in KPMG’s 2015 International Conference held in Rome
* Computed timeframes and benchmarked ongoing projects for nearly 100 KPMG clients using RStudio

**PROJECTS**

**Forecasted Outcome of Credit Extension to Loan Defaulters using R August – September 2016**

* Predicted opportunity cost associated with denying credit extension to a sample of 2000 loan defaulters using logistic regression modeling
* Cleaned dataset consisting of information such as age, salary, dependents by text mining to ensure consistent data
* Classified and predicted data using models like Naïve Bayes and k-NN to check error rate of model against validation data with 96% accuracy

**Research Data Analyst January – May 2016**

* Coded a program in R to forecast operational market potential of Cybersecurity ETFs using metrics like Return on Investment, Price to Earnings Ratio and Price to Book ratio for around 70 companies
* Worked on a Cybersecurity ETFs white paper, capturing results obtained with analysis above, to be published in “Communications of the ACM”

**Google Online Marketing Challenge** **March – April 2016**

* Launched a 3-week digital marketing campaign aimed at increasing sign-ups on a client’s website
* Used Google Analytics and Google AdWords to monitor customer activity, reducing site bounce rate by 32%
* Operated with a $250 budget and increased subscriptions by 25%