Urmika Koul CSPO, PSM - I

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EDUCATION

Texas A&M University, Mays Business School   College Station, Texas
Master of Science in Management Information Systems   May 2023
GPA: 4.0/4.0

Savitribai Phule Pune University - Pune Institute of Computer Technology   Pune, India
Bachelor of Engineering in Electronics and Telecommunications Engineering   May 2020
GPA: 3.88/4.0 (Honors**:** Graduated First Class with Distinction)

EXPERIENCE

HID Global   Austin, Texas
Data Scientist I intern -Global IT Analytics   May 2022 – Current
- Gathered requirements from business users to define problem statements, analyze complex datasets, create reports, dashboards in Oracle Analytics Cloud
- Managed and created documentation for the data in Oracle Autonomous Data Warehouse

Quantiphi (IT Services & IT Consulting)   Pune, India
Business Analyst, Conversational AI   Dec 2020 – May 2021
- Collaborated with external stakeholders, cross-functional teams i.e., partners, customers, senior leadership, engineering, marketing, and legal
- Gathered requirements, conducted current systems analysis, structured ambiguous problems, and translated findings into tangible deliverables - use cases, functional specifications, workflows, success criteria, value roadmaps, release plans etc. for over 10 customers across different industries
- Analyzed large datasets in Tableau, Spreadsheets to study different business metrics, KPIs, prioritize use cases, determine business impact of automation
- Created project documentation i.e. Technical Proposals, Statement of Work, and Project Charters for over 10 projects
- Led 5-person engineering team to build PoC chat, telephony virtual agents using Google Dialogflow to communicate product benefits to customers
- Mentored, trained new Business Analyst interns in the Conversational AI team on Google Contact Center AI, Sales-cycle, project documentation, etc.

Quantiphi (IT Services & IT Consulting)   Pune, India
Business Analyst Intern, Conversational AI   July 2020 – Nov 2020
IT Services & IT Consulting
- Evaluated business potential of Conversational AI solutions for CPG, Retail, Healthcare, Education, Financial Services, and Insurance industries – designed and created sales pitch decks for client-facing demonstrations
- Conducted qualitative and quantitative data analysis for digital transformation at a global education company - identified use cases, and system integrations, created workflows, and determined the business impact of automation
- Collaborated with marketing team to create marketing material demonstrating use cases, business impact of Conversational AI in the Education industry

LEADERSHIP

Texas A&M Consulting Group   College Station, Texas
Consultant Team Lead   Jan 2022 - Current
- Headed a team of 4 undergraduate students for a client engagement with Lecturely.io for establishing brand identity through UI/UX redesign of website
- Analyzed business model, value proposition, user personas, competition, current website data to develop a strong brand identity
- Incorporated findings from the analysis to inform the design and creation of wireframes and mockups for the new website

Texas A&M University, Department of Information and Operations Management   College Station, Texas
Graduate Assistant – Teaching   Aug 2021 – Current
- Assisted professor with Fundamentals of MIS and Business Information Systems subjects for a class of 1000+ students in grading, proctoring, and aiding students with coursework assignments in MS Excel, MS Access, and HTML.

Techno 2019 Competition - by IETE (Institution of Electronics and Telecommunication Engineers).   Pune, India
Team Leader   Jan 2019 – March 2019
- Led a team to plan and implement a system to perform face detection, winning the third prize in a national level competition
- Performed estimation of distance of face from a camera through monocular vision, liveliness detection for anti-spoofing by capturing blinking of eyes and computing E.A.R, and GUI for system using Python, achieved an accuracy of 95%

TECHNICAL PROJECTS

Point of Sales Database Management System
- Created a Linux Amazon EC2 instance, installed MariaDB. Transformed, loaded data into a relational database by building an ETL pipeline. Created views to easily access frequently viewed data, added stored procedures utilized transactions and triggers, and wrote advanced SQL queries. Scaled the solution using Standard and Peer to Peer replication. Converted data provided to JSON format, which was then loaded into MongoDB.

Skin Cancer Classification using Convolutional Neural Networks (ISIC Challenge)
- Implemented CNN, transfer learning, cyclic learning rate, and learning rate finder using Python, Keras, TensorFlow to classify images in 7 types of skin lesions with 83% accuracy

CERTIFICATIONS & TRAINING

- Professional Scrum Master™ I (PSM I) - *Scrum.org*   July 2022
- Certified Scrum Product Owner (CSPO) - *Scrum Alliance*   Apr 2022
- Google Project Management Certification - *Google*   June 2022 - Current
- Google Data Analytics Certification - *Google*   June 2022 – Current