

CAREER SUMMARY

Experienced data-driven strategist with an MBA in “Big Data Analytics” leading overall digital & business transformations to translate business needs into cutting-edge solutions. Proven ability to reform business needs into impactful solutions using data science, business analysis, and digital strategy expertise to develop intelligent solutions that optimize operations, foster competitive advantage, and create tangible business value. Leverages Python, SQL, Tableau, PowerBI, etc. to unlock insights and develop intelligent solutions (ML and advanced analytics) for operational optimization. A strong leader, I thrive in collaborative environments, fostering data-driven decision across the organization. Seeking a role that allows for continuous learning, growth & refining my knowledge in this real business world

PROFESSIONAL EXPERIENCE**Trident Group, Gurugram** | *Business Analyst, Head- Digital Strategy*

April 2023 – April 2024

• Data Analytics | *Group Level / Analyst – Strategy & Innovation*

- Spearheaded data-driven transformation, implementing analytics platform increasing sales by **12%**, using ML (Regression, Forecasting) models in creating predictive models there by improving system performance & boosting revenue generation
- Empowered stakeholder communication by creating **50+** driven data visualizations in Tableau & PowerBI, leading to a **30%** improved strategic decision-making and enhancing transparency across departments fostering culture of data-driven decisions

• Business Transformation | *Group Level / PMO Head*

- Led a “Business Transformation” project in collaboration with Global Industry Leader & Knowledge Partner, resulting in **25%** increase in overall employee productivity through streamlining processes and saved the organization INR **11.9 Cr.** annually
- Directed enterprise-wide collaboration with a Global Industry Partner, streamlining IT Enterprise Architecture, RACI Matrix, Governance Structure; optimized processes, achieving **25%** increase in efficiency and aligning initiatives with strategic goals
- Achieved **51,000** R&R from the Chairman for exemplary performance from overall campus batch of more than **300+** MT

• PO-SO Automation/Guided Workflow Portal | *IT / Analyst/Project Management*

- Worked over Automation of **PO-SO** punching governing Comprehensive Access Management & **100%** error reduction model
- Engineered e-2-e visibility through **Guided Workflow Portal** enabling overall visibility and accountability by **10** dashboards

Blitz bud, Gurugram | *Intern, Data Scientist*

August 2022 – September 2022

- Supervised Visual Analytics – Data vis **10** dashboards (KPIs, inventory) led to **3%** inventory cost reduction and **7%** sales growth over **15** KPI's such as growth, LTV, COCA, etc. creating an overall quantifiable impact & governing insightful decision-making
- Led Marketing Analytics – Customer analysis (EDA, Tableau) identified top **3** marketing campaigns for ROI, CX & engagement

Dave AI, Bengaluru | *Intern, Data Engineer*

April 2022 – July 2022

- Stimulated Chatbot Creation (Railway) –Developed **5** chatbots; **100+** entities, Customer states & System Response that improved CX (**11% lower non-response rate**) using JSON and accelerated the performance of chatbot by adding new databases & entities
- Trained Classification & Detection Models - Designed **5** machine learning models (YoloV4, ResNet50) with an accuracy of **94%**

SKILLS –

- **Interpretive skills:** Requirement Gathering, Use Case Analysis, Business Analysis, Reporting, Documentation, BRD, FRD, Project Management, Strategic Planning, Stakeholder Analysis, Data Visualization, Client Relationship Management, etc
- **Technical Skills:** Python, SQL, R, Tableau, MS PowerBI, Microsoft Office, Minitab, Testing, MS Excel, MS PowerPoint

LEADERSHIP ROLE –

- Envisioned Hackathon (SIH 2018-19): Managed onboarding & logistics for **50+** teams, member of Hackathon Management Team
- Led organization in "Annual Fest" (**2000+** attendees) as Student Committee VM responsible for fest, functions and Sponsors
- Elected Discipline Committee Member (by **120** Students) - Ensured policy adherence during final year of engineering, 2020

ACHIEVEMENTS & ACTIVITIES –

- Accomplished **Dell Technologies Hackathon Competition**, 2021. Built linear regression price prediction ML model(**95%** accuracy)
- Excelled **Philips ThinkUp Challenge** (Campus Winner), 2021. Solved cognitive 20+ AI/Machine learning modules and concepts
- Orchestrated **10+** Chess competitions conducted at National, District & School Levels from Under-9 and Chess Club (Udaipur)
- Achieved **1st** place in the District Level Abacus & Mental Arithmetic Competition. Cleared **9** IPA, District Level Abacus Winner

EDUCATION –**Goa Institute of Management** | *Goa, Post Graduate Diploma in Management, Big Data Analytics, GPA – 5.37/8.0*

July 2021 – March 2023

Techno India NJR | *Bachelors of Technology**Information Technology, Percentage – 73.27*

July 2016 – November 2020