

# Monika Srivastava

## Apprentice Leader

Seasoned Analytics and Banking & Finance industry professional with 5+ years of insightful experience across Business Analytics, Project Management and Technology Operations

## Work History

2020-12 -  
Current

### Apprentice Leader

*Mu Sigma Business Solutions, Bengaluru, Karnataka*

#### Product Intelligence (Product Analytics)

##### Client: US based fortune 50 tech giant

- Current Project includes 4 workstreams: Strategic, Adhoc, Reporting and Rhythm of business.
  - Helping client' with their OKRs. Deep dive analysis on the product for understanding user and usage patterns. Worked on churn management and user retention for the product. Also analyzing the meaningful activities performed by user that ultimately leads to user engagement and hence retention.
  - Currently working on pre Covid,during Covid and post Covid analysis for the usage patterns - Back to School Analysis
  - Major KPIs impacting user engagement: Net promoter sentiment score analysis trying to understand overall sentiments of users for the product and to make improvements
- Assessed skill gaps for resources in Product Intelligence subgroup and developed training courses to meet identified needs.
- Collaborate with client PMs to assess and take decisions regarding health of the engagement through feedbacks on our deliverables. Mu3Ds,Weekly project reviews and Quarterly business reviews.

2020-01 -

### Trainee Apprentice Leader

## Contact

### Address

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### Phone

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### E-mail

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### LinkedIn

<https://www.linkedin.com/in/monika-srivastava-39b8>

## Skills

Business Intelligence Analytics

Business Development

●●●●●○  
Very Good

Predictive modeling

●●●●●○  
Very Good

Forecasting techniques

●●●●●●  
Excellent

Tableau

●●●●●●  
Excellent

Power BI dashboarding

●●●●●●  
Excellent

Statistical analysis

●●●●●○  
Very Good

- **Seismic Events Prediction Project for a US based Fortune 50 Oil and Gas giant**

Background: Client launched a new LNG project in Gorgon (Australia) and wanted Mu-sigma to predict the seismic events due to CO2 injection in the earth. There were sensors deployed in clustered locations which collect the data at hourly basis while CO2 Injection.

Objectives met:

- Understand the Oil and gas industry in 3 levels (Upstream, Mid-stream and Low stream Operations.)
- Gathered requirement and gained contextual understanding about the hydraulic fracturing and injection process.
- Through MuPDNA framework analyzed micro factors that could affect seismic event due to CO2 injection.
- Build hypothesis and based on data received from client and tested our created hypothesis to get useful insights and shared with client.
- Applied BLR and Random Forest model to predict the occurrence of seismic events on the well and drilling centers.
- Provided front end application to the client.

- **THD Demand Forecasting**

Background: Client wants Mu-Sigma to effectively forecasts the demand for the different departments to increase the visibility and sales of the retail and there by optimizing their budget for the next fiscal year.

Objectives met:

- Understanding and Analyzing the pain points for the client.
- Mu Sigma Framework of analyzing situation, gap and desired future state.
- Working on the MuPDNA to segregate the problem into subparts, build and test hypothesis to get useful insights.
- Developing demand forecasts models across multiple levels of aggregation by reviewing historical sales trends, researching demand drivers,

Machine learning



Project Management



SQL



EDA



Account planning and management



developing statistical forecast models, evaluating trend- seasonality factors and refining the forecast model to reflect updated sales and marketing assumptions.

2017-01 -  
2019-01

## **Assistant Manager of Technology Operations**

*National Payments Corporation of India, Hyderabad, Andhra Pradesh*

- Daily operational activity being part of technology operations and helping in resolving the issues faced by member banks
- Reconciliation of net settlement reports of banks daily after settlements.
- Reporting of monthly and daily reports to member banks and RBI for reconciliation
- Preparing and planning for KT plan and onboarding of new joiners in the team
- Performed testing across various products like ATM, CUP, JCB, VAS (Value added services), IMPS (Interbank mobile payment services) and UPI (Unified Payment Interface) and moved changes in production
- Guided the development team for every product's production movement and how it impacts the settlement process.
- Adherence to SLA' for incident, change and service requests Ensuring consistent performance of offline production systems and of the DMS (Dispute Management System)

2014-12 -  
2015-07

## **Systems Engineer**

*Hitachi Consulting, Hyderabad, Andhra Pradesh*

### **Global Helpdesk Team**

- Providing support to US and UK internal clients of Hitachi Consulting and ensuring smooth operations

## **Education**

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2020-01 -  
2020-11

## **L.E.A.D. (Leadership Through Analytics And Decisio: Analytics**

*T.A.PAi Management Institute - Manipal*

2016-07 -  
2016-12

**Advance Diploma in Banking Technology:  
Banking And Financial Support Services**

*PNBIIT - Lucknow*

2010-07 -  
2013-07

**Master of Science: Computer Applications**

*Hyderabad Central University - Hyderabad*

2006-07 -  
2009-07

**Bachelor of Commerce: Commerce**

*Lucknow University - Lucknow*