



# Snigdha Prasad

Business Analytics | Problem Solving | Data Science



*To raise new questions, new possibilities, to regard old problems from a new angle requires creative imagination and marks real advances in science*  
Albert Einstein

- Business Analyst with **3.5 + years** of experience in business planning, data & variance analysis, forecasting, KPI reporting, dashboarding & presentations
- Passion for driving **business impact & process improvements** by producing actionable **data driven insights**
- Drive internal **communication & alignment** on project/business milestones, issues & risks
- Understanding of **data science life cycle management** from data extraction, pre-processing, EDA & data visualization
- **Collaborative** team player with proficiency in managing **senior stakeholders**

## Education

**AMP, Business Analytics**, 81/100, 2019-21\*  
Indian School of Business (ISB)

**Bachelor of Engineering**, 8.9/10, 2012-16  
PESIT, VTU

## Capabilities

- Business Analysis
- Data Visualization
- KPI reporting
- Dashboards
- Research
- Statistics
- Machine Learning
- Business Planning
- Business Intelligence (BI)
- Forecasting
- Requirements Gathering
- Process Design
- Project Management
- Big Data

## Tools

### Visualization

- Tableau
- Power BI
- Microsoft Power Point
- Google Data Studio

### Statistical Analysis & Big Data

- Advanced MS Excel
- SQL
- Python & R
- Google Sheets
- Big Query
- Spark

## Certifications

- SQL for Business Analysts, DataCamp
- IBM Data Analyst, IBM
- Excel to MySQL, Duke University
- Introduction to Statistics, IBM
- Machine Learning, Stanford University

## Driven By

### Passion

'To drive change harnessing the power of data'

### Learning

'Sometimes you win & sometimes you learn'

## Reach Out

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## Experience

### Business Analyst

📅 June '16 Onwards

📍 Mumbai & Hyderabad

**Prashaste**, Leading channel management consulting & technology firm

#### Customer Analytics, Boutique Maternity Hospital

- Mapped **customer lifecycle**, defined key customer **metrics** & fabricated customer master database (**MDM**)
- **Profiled & classified customers** based on demography, behavior, CLV, spending pattern, recency & frequency
- Conducted **retention analysis** across customer segments; identified **root causes** of low retention
- Recommended **process improvement** measures for retention across dimensions.

#### Digital Sales analytics, India's no. 1 utility vehicle manufacturer (20.7 B \$ group)

- Executed periodic **sales planning** (100 dealerships) & set **targets** segment, geography & product wise
- Carried out analysis to identify key lead/lag indicators for increasing **lead conversion**
- Leveraged **sales analytics** for pipeline management, lost leads analysis; Developed **leaderboards** & dashboards
- Over **75%** of the **dealerships** recorded performance improvement in **6 out of 9 KPIs**

#### Operational Profitability Analytics, Global leading Automobile Fortune 500 MNC

- Created **dealer financial database** from multiple sources by **data cleaning & manipulation**
- Analyzed **profitability** across revenue, margins, working capital, productivity & overheads
- Designed **Business Intelligence** system & data visualization dashboards using **advanced excel & Tableau**
- Established **profitability benchmarks**, Facilitated **P&L** reviews, **RCA** & devised profitability improvement plan
- Collated operational best practices across regions for reporting, review, process implementations

#### HR Transformation & Performance Management

- Fostered **performance & data driven culture**; Defined **KRAs, KPIs & targets**, **scorecards** & dashboards
- Developed **competency frameworks & assessments**; Crafted **learning journeys** for 700+ employees
- Created **learning content**, enablers, **competency analytics** & organized monthly **performance reviews & coaching**
- Performed **Statistical Analysis** to measure **training effectiveness**

## Projects

#### Improving KYC Process, for a leading FinTech

- Conducted **EDA** to identify **trends, patterns & root causes** of declining pass rate of KYC verification process
- Produced concrete & actionable **recommendations** to improve **process efficiency**

#### Retail Sales Prediction, Internship

- Built a **model** to **predict sales performance** outlet & product wise for a **hypermarket chain**
- Achieved a **RMSE score** of 1081 using **Random Forest** algorithm

#### Customer Sentiment Analysis: Text Analytics

- **Scraped web** to collect reviews & competitor info; Conducted key feature extraction
- Showcased **customer sentiment, product feature & competition analysis**

#### Speech Emotion Recognition

- Implemented **Speech Emotion Recognition(SER)** model using **3 modeling approaches** to classify 8 emotions
- Achieved **62% accuracy** using XGBoost classifier & **deployed** model using **REST API** on Microsoft **Azure**