

RIDDHI JAIN

(412)539-6622 | www.iamriddhi.com | jainriddhi37@gmail.com

EDUCATION

University of Illinois at Chicago

Chicago, IL

Master of Science in Business Analytics, May 2020

Coursework: Data Mining, Big Data Analytics, Analytics Strategy, Audit & Control Info Systems, Machine Learning & Stats Modeling

Leadership & Activities: Graduate Student Representative to Dean of Students, GSC- Exec Board, BAO, INFORMS

University of Pittsburgh, College of Business Administration

Pittsburgh, PA

Bachelor of Science in Business Administration, August 2018

Major: Finance | **Certificate:** Asian Studies Certificate

SKILLS

Computer Skills: Python, R, Visio, SAP, Tableau, MS Power BI, Bloomberg Terminal, Google Analytics, Looker, IBM Cognos, Gephi, MS Excel, MS Access, MS SQL, Illustrator, Visio, Cryptocurrency, Hadoop, Dell Boomi, TensorFlow

Certifications: Microsoft Power BI, Google Analytics, Bloomberg

Languages: English (Native), Hindi (Native), French (Conversational)

DATA ANALYTICS PROJECTS

Airbnb: Used Python to build a recommender system which could use data from California and predict properties for users.

Airbnb: Used R to build a predictive model to rate properties based on the amenities for multiple cities.

CTA Operations: Used Python for GTFS mapping and managed multiple projects.

Audit Reports: Used R to Audit the financial reports of Tesla and do an industrial analysis.

US Health Network: Used R to conduct an in-depth analysis of the US health care system to see if its connected/ disconnected.

Heed Healthcare: Used MS Visio for ERP mapping for Nurse Practitioners and customers

PROFESSIONAL EXPERIENCE

Cepheid

Sunnyvale, CA

Commercial Analytics and Insights Analyst

January 2021- Present

- Developed & deployed ML based Urgent Care targeting, increasing MQL conversions by 50% in 6 months.
- Designed Marketing Mix modeling in R using 2019-2021 data for Primary Care to be deployed in 2022.
- Matched internal & external data sources using Google APIs & helped setup scalable data infrastructure in Snowflake.
- Handled customer segmentation initiative effort for 18,000 accounts & increased data accuracies by 40%

Marketing Operations Specialist

August 2020- December 2020

- Build predictive model to analyze the total potential revenue for Cepheid in US
- Envisioned, Designed, and Implemented reports using Power Bi to improve product allocation & reduce employee hrs. spent.
- Built dashboards for LATAM team to streamline data collection process and show data insights.
- Responsible for allocating 4 high demand products while creating standard procedures for the same.

Bira 91 USA

New York City, NY

Business Analyst & Marketing Specialist

November 2018- June 2020

- Built a predictive model using 2019 sales data to predict the sales when markets opened up post COVID 19 factory shut off.
 - Led the first Canadian launch of Bira 91 beers in the province of Ontario.
 - Analyzed depletion data using Power BI to identify volume driven growth opportunities & helped increase sales by over 30%.
 - Built a reporting system for tracking orders for Bira 91 in the US using Microsoft Flows and Power BI.
 - Analyzed US market data to track market growth and identify problem accounts.
 - Planned and executed over 20 successful marketing campaigns to cultivate new relationships with over 15 partners.
 - Researched rules and regulations regarding the compliance laws for new imported beers in Canada.
 - Created marketing material for social media & print for establishments & special events, to engage targeted consumers.
-

LEADERSHIP AND TEAM EXPERIENCE

Special Events

Women at UIC- University of Illinois at Chicago

March 2020

- Spearheaded the first Women's Day celebration by the UIC Graduate Student Council.
- Collaborated with major women departments on campus and successfully executed a successful monologue event.

Women Empowerment Week – University of Pittsburgh

April 2018

- Brainstormed the SGB-sponsored Women Empowerment Campaign Week.
- Negotiated with other organizations & shaped 3 major events of the week, including: 'Who Runs the World?'