



MISHIKA

MY BACKGROUND

Bringing 1+ years of experience as a Data Analyst and a Product Owner on the table, I am passionate about innovation, data driven solutions and integrating the two to yield high quality products. I am exhilarated to work as a Product Manager or a relevant role in your organization.

TECHNICAL SKILLS

- Agile Environment
- JIRA Story Board
- Google Studio
- RunDeck
- Python
- MATLAB
- Reporting Automation
- Microsoft Excel
- Kibana
- MySQL, PostgreSQL
- Data Visualization - Tableau

ADDITIONAL SKILLS

- Self-driven
- Excellent presentation skills
- Analytical - problem solving ability
- Working with CRM tools
- Market research
- Innovation driven
- Team player
- Hard working
- Task delegation

CONTACT INFORMATION

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ACADEMIC MILESTONES

B.E in Computer Science - BITS, Pilani
CGPA - 8.09 (Graduated in 2020)

Schooling

Hope Hall Foundation School, Delhi
CBSE 12th - 83%
Father Agnel School, Noida, U.P
CBSE 10th - 10 CGPA
Environment Minister, Student Council
Batch 2013

EXPERIENCE

WORK EXPERIENCE

Product Owner, NaviParking Dubai

September 2021 - April 2022

- Defined product strategy for upcoming projects on Asana.
- **Used data over 2 months** time to validate Pay by QR code as a proof of concept and **proposed a tweak in the functionality of the QR code** which resulted in **10 times more customer usage of the app**.
- **Ideated, designed and successfully launched first ever hospitality sector's smart parking web application, NaviManager** working along with our existing mobile app, NaviPay (for our client, **Movenpick**) supporting seamless and touch-less parking experience for **hotel guests, visitors and staff**.
- Prioritized the backlog, organized and led Agile events like sprint planning, grooming, retrospective, refinement and review.
- Performed technical and business demonstration of the product to the clients. I took accountability of deliverables and final agreements.
- Understood business requirements and outlined MVPs and post-MVPs to be later converted to JIRA stories.
- Collaborated with the UX/UI design team to deliver product phases.
- Liaison between technical and business teams to deliver MVPs in tight deadlines.
- Researched competitors and understood market to drive smart city product initiatives.
- Reported application KPIs to determine which functionalities require improvement.
- Tested application before launch onsite.

Data Analyst, NaviParking Dubai

December 2020 - April 2022

- Set up **multiple layers of reporting** from scratch.
- **Extracted data from multiple cloud sources** (AWS and IBM) to analyze.
- Used **BI tools like Tableau and Kibana** to present **real time data analytics** to various departments within the company.
- **Automated reports** using CI/CD framework in **GitLab and RunDeck**.
- Recommended and **led changes in database schema based on data complexities** and business requirements.
- **Set up and regularly reported data based KPIs to measure success of implemented projects**.
- Reporting and **analytical recommendations in pricing and change in product features contributed to 20% boost in revenue (Q2 2021)**.
- Conducted **A/B Testing** of the product features.
- **Interacted with the clients & customers onsite** and **gathered manual data to support analysis work**.

Marketing Analyst, KG International

October 2020 - December 2020

- Optimized SEO and **analyzed social media campaigns**
- **Planned budget of the upcoming campaigns analyzing data from google studio** for existing campaigns.
- **Mapped the sales growth with marketing strategies** and presented it to the management.
- **Led brand awareness campaign** and suggested fresh ideas.

INTERNSHIP EXPERIENCE

Product Development Intern, UAE Exchange

January 2020 - March 2020

- Developed **cut throat fin-tech prototype solutions**.
- Acquired valuable skills like **wire-framing (UI / UX Designing)** and **implementing various architectures (technical and business)** while product development, through research and mentorship during the internship.
- Accomplished **6 months target in 3 months, by completing 6 prototypes**; hence was **praised as an outstanding performer**.

EXTRA CURRICULAR

Marketing Team Head, Alumni Relations
October 2018 - June 2020

iB Cricket, GITEX Tech 2018
14 October 2018 - 17 October 2018

Lead Campus Representative, BITSAA Connect
August 2019 - June 2020

Image Processing Team, IFOR
August 2017 - August 2019

Placement Coordinator, BITS Pilani
March 2019 - September 2019

SPOKEN LANGUAGES

English

Spoken ● ● ● ● ●

Written ● ● ● ● ●

French

Spoken ● ● ● ● ●

Written ● ● ● ● ●

Hindi

Spoken ● ● ● ● ●

Written ● ● ● ● ●

Research & Development Engineer, Sentient Labs

April 2020 - July 2020

- Generated unsupervised machine learning models.
- Cleaned data - **handling null values, type conversions, merged different formats of data, and handled outliers.**
- **Predictive analysis through Machine Learning models** in Python.

Business Analyst Intern, Blue Logic Digital

September 2019 - October 2019

- Worked closely with chatbot development team to help them customize the chatbots according to the client needs.
- Created **mind maps for better understanding** of client requirements.
- **Tested applications and websites** before delivery. Also, worked with customer relationship management tool (CRM) to manage the websites.

HCL Technologies, Noida

June 2018 - July 2018

- Generated **Business Intelligence (B.I) Reports.**
- Worked on joins in Database and **SQL Queries integrating Excel and Oracle.**

CERTIFICATIONS

Tableau 10 Advanced Training : Master Tableau in Data Science, Udemy

June 2020 - No Expiry Date

A-Z Hands on Training on Tableau, Udemy

May 2020 - No Expiry Date

FREELANCE CASE STUDIES & AWARDS

Client case study, Electrolux

July 2020 - August 2020

- Analyzed sales trends with the help of given product range, selling price, location and inventory cost data for a period of 5 years.
- **Devised multiple strategies on inventory life cycle and product pricing based on demand and supply in specific geographic locations.**
- Suggested an effective roadmap on clearing the inventory and boosting e-commerce.

Research work, Artificial Intelligence and Computer Vision

June 2019 - Jan 2020

- Research paper included in Springer series of LNEE (Lecture Notes in Electrical Engineering Springer) [Link : https://link.springer.com/chapter/10.1007%2F978-981-15-4775-1_62] "Real time fog removal using google maps aided computer vision techniques."

INNOVATOR'18 Abu Dhabi, IFOR

January 2018 - February 2018

- Demonstrated a fog clearing drone for 7 days in Abu Dhabi (in a team of 3).
- Attracted not just professionals, but common people as well to the idea.
- **Won Judge's Choice Award in Robotics and Electronics Category**