

PRERNA VERMA

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EDUCATIONAL QUALIFICATIONS

2014-2018	B.Tech. , Information Technology	Indira Gandhi Delhi Technical University for Women	76%
2014	Class 12 th /CBSE	Maharaja Agarsain Public School, Delhi	91.00
2012	Class 10 th /CBSE	Goodley Public School, Delhi	9.2 CGPA

WORK EXPERIENCE

OYO Rooms **Business Analyst** Oct'19- present

YO Chatbot	<ul style="list-style-type: none">Designed an automated chat box for users Aimed to reduce cost TAT around booking query resolutionCreated entire decision tree with node combinations ensuring all possibilities around a query were capturedAutomated daily reporting through a real time tracker using SQL, R, Python to analyze customer queries
Arrival Confirmation Process	<ul style="list-style-type: none">Designed the Arrival Confirmation Process (After Booking) for post-paid customers to maximize revenueUsed R and Python to automated process and explored options to have auto checks to capture missing dataImplemented solutions in all the international market and decreased post-paid no-show by ~120%Linked AB process to credit card validation in OTAs for USA thus increasing the revenue by 3%.
OTA Finance	<ul style="list-style-type: none">Extracted and interpreted the data using R and Python for day to day analysis through dashboardsCreated trackers using SQL and R for automating daily reports to ensure clear visibility and accountabilityDeveloped multiple web crawlers using Selenium and Python for scraping the useful data from extranet.
Initiatives	<ul style="list-style-type: none">Incorporated tech levers like WA, Email, SMS and IVR in AB process as opposed to manual callingReduced process cost by ~80% and increased process efficiency by ~95% by tech lever implementationIntroduced Virtual Inventory in after-booking and leading to INR 4 Cr additional revenue internationallyDesigned the shifting process, for moving customers across non-standardized room categories, coupled with auto-gratification that resulted in ~20% reduction in guest escalations and TAT reduction by ~30%

HSBC **Business Analyst** Jul'18-Oct'19

Responsibilities	<ul style="list-style-type: none">Managed financial report and compliance using OneSumX and AppDynamics for performance monitoringManaged and validated global data from data foundation database using SQL queries and ExcelDevised and turnaround the strategy to reduce the number of batch cycles using PYTHONAdopted agile methodology and worked on the Tool ALM QC for testing, deployment and impact analysis
Impact	<ul style="list-style-type: none">Developed Python scripts for improving the financial report generation process for weekly & monthly usageDecreased the Central Processing Unit time by 68% using Python frameworks, ESSBASE and EMQ
Distinctions	<ul style="list-style-type: none">Certified in Google Cloud Program for designing and managing the infrastructure of data solutionsAwarded and recognized as the HSBC's CSR CHAMP for ideating and organizing multiple CSR activities.

Paytm **Google Analytics Intern** 3 months

Objective	<ul style="list-style-type: none">Performed the Quality Assurance Analysis and developed the Social Feature in Paytm App to be launched
Approach	<ul style="list-style-type: none">Successfully analyzed 1190 potential customer data on real time Google Analytics using Android StudioFetches the Times of India API and implemented the social feature in the App using JavaScript and HTML
Results	<ul style="list-style-type: none">Analyzed and validated the methods to increase the traffic by 20% through the discount and cashback menusEncountered and solved a major bug on Paytm Mall via Push notification and rectified it by creating its JIRA id

POSITION OF RESPONSIBILITY **President, Rahnuma (College Dramatics Society)** Apr'16-May'17

Leadership	<ul style="list-style-type: none">Elected by 400 students to spearhead the dramatics club of 20 performers for ensuring smooth functioningSpearheaded the team of 20 and represented the batch of 400 students at Delhi University Theatre CircuitSketched out the logistics of the dramatics society in 50 public performances and managed the budget of 40k
Impact	<ul style="list-style-type: none">Led the team for the first time to first position at Spring Fest' 15 among 30 teams on national platformAwarded as the best actor by Leaders for Tomorrow among 14 teams and 170 performers

KEY ACADEMIC PROJECTS

- Analyzed and classified hand gestures using **SVM, KNN, Neural Networks, Convex Hull, OPENCV** and **PYTHON**
- Implemented the feature Extraction techniques like **Gray scale conversion, Contour Detection and Histogram Extraction**
- Classified text for Suggestions at mygov.in- Python using **Python - NLTK, scikit-learn, Selenium API and Weka**

SOFTWARES	Android Studio	JIRA	WEKA	PyCharm	RStudio	MS-Excel
LANGUAGES	Java	C	C++	Python	HTML	MySQL