

AKANSHA SINHA

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EDUCATION

BABSON COLLEGE, F.W. OLIN GRADUATE SCHOOL OF BUSINESS, Wellesley, MA

August 2024 - May 2025

MS in Business Analytics Candidate

- Artificial Intelligence, Deep Learning, Data Analytics, Advanced Python, Reinforcement Learning

UTTAR PRADESH TECHNICAL UNIVERSITY, India

June 2012 - June 2016

B. Tech, Information Technology

7.34/10.

EXPERIENCE

Santo Remedio, Bangalore

August 2022 - August 2024

Product Manager - 2 Years

- Led cross-functional team of twelve to develop and execute e-commerce product strategy for Shopify and Amazon marketplace integration, resulting in \$2.6M revenue increase and 35% growth in customer base over 2 years.
- Implemented attribution modeling across 5 marketing channels, diminishing CAC(Customer Acquisition Cost) from \$75 to \$63 while increasing (Customer's Lifetime Value)LTV/CAC ratio from 1.7 to 1.9.
- Initiated data decision making by leading team to build ETL pipelines processing 5GB daily data and architecting real-time analytics dashboard using BigQuery and Tableau, reducing decision-making time from 10 hours to 30 mins.
- Spearheaded a team of engineers to develop recommendation engine using Association Rules, processing 500K daily user interactions, boosting AOV(Average Order Value) from \$63 to \$64.29.
- Built A/B Test framework executing 9 tests, generating 4 features and lifted conversion by 10% (from 2.2% to 2.42%).

UNA Brands, Bangalore

September 2021 - July 2022

Senior Data Analyst - 1 Year

- Led a team of five to architect Unified Data Ecosystem using Celigo and PostgreSQL. Streamlined multi-brand data integration, reducing onboarding time by more than 90% for acquired e-commerce businesses.
- Defined business metrics, KPIs, and OKRs, facilitated weekly sprints within a Scrum framework, and developed product requirement documents to align teams and drive strategic goals.
- Introduced Jira for backlog management and roadmap visibility, resulting in 30% improvement in project delivery times.
- Collaborated with stakeholders during UAT to validate product features and prioritize enhancements based on user feedback.

NxtSuite Technologies, Pune

April 2020 - September 2021

Project Team Lead - 1.3 Years

- Managed 15 clients, overseeing end-to-end implementation of Order-to-Cash, Procure-to-Pay, and Inventory Management modules using Celigo and NetSuite ERP.
- Led a team of five engineers to integrate NetSuite with third-party APIs, optimizing operational efficiency by 40% and driving \$200K in revenue growth.
- Initiated the Project Health Check (PHC) report using Power BI to analyze Invoiced milestones, Billing events, and expenses, helping managers with revenue, billing, and enhancing resource allocation by 15%.

Infosys, Pune

November 2016 - March 2020

Senior Software Engineer - 4 Years

- Architected SAP-PI (Process Integration) solutions to support Lonza's operations across 40+ regions in EMEA and APAC.
- Presented strategic recommendations to leadership, securing \$1M in additional funding for implementation and European market expansion.

ACADEMIC PROJECTS

Machine Learning, Babson

September 2024 - December 2024

- Designed a predictive neural network model to identify potential personal loan customers, achieving 97.2% test accuracy on a dataset of 10,000 records, with insights visualized via neural network diagrams and confusion matrices.
- Developed predictive CART(Classification and Regression Tree) models to estimate GoDaddy's likeness, achieving a MAPE(Mean Absolute Percentage Error) of 10.67% and optimized accuracy through advanced tuning, pruning techniques.
- Implemented k-means clustering and hierarchical clustering models for salary and benefits analysis in a public employee dataset and pictured results through Elbow Charts, scatterplot, and dendrogram.

Data Analytics in Tableau, Babson

September 2024 - December 2024

- Analyzed Wayfair's e-commerce data to visualize product profitability trends and enabling actionable insights for inventory and pricing strategies and improving forecasting by 17%.
- Created a real-time bike usage analytics dashboard for Blue Bike, improving operational optimization by 29%.

SKILLS

Product Management: Product Strategy | Road-mapping | Feature Prioritization | A/B Testing | User Journey Optimization.

Tools and Technologies: Tableau | Power BI | ETL Pipelines | ERP NetSuite | Google Analytics | Big Data | Azure | AWS | Excel.

Language & Database: JavaScript | Python | R | Python(Pandas) | Python(Scikit-learn) | SQL | Postgres | BigQuery | MongoDB.

Project Management: Jira | Confluence | Scrum | Kanban |Trello | Agile | Gap Analysis | Business Document (BRD) | A/B Testing.

Design Tools: Canva, Miro, Figma, PowerPoint