Riya Jha

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SKILLS SUMMARY

- **Technical Skills**: Python, SQL, R, SPSS Modeler, IBM Cognos Analytics, Power BI, Tableau, Canva, Spreadsheet and Modelling, SPSS Statistics, IBM Watson Studio
- **Soft Skills**: Critical Thinking, Adaptability, Problem Solving, Leadership, Team work, Communication

INTERNSHIP

- **Loan Disbursement Intern, HDFC Bank**   June' 2025-Aug'2025
  About: Analyzed loan disbursement workflows, optimized customer sourcing strategies, and contributed to process standardization through data-driven insights
- **Facilitated technical training workshops** for internal teams to enhance understanding of loan disbursement workflows, sourcing strategies, and collection processes
- Designed and delivered **training materials, including presentations and documentation**, to educate team members on process optimization techniques
- Conducted detailed analysis of **loan disbursement and collection processes**, leveraging **quantitative methods** to identify bottlenecks and propose actionable solutions

PROJECTS

Advanced Customer Segmentation Usi ng Hive and SQL on Hadoop f or Data-Driven Marketing Insights   Sept'24

- Leveraged **Hive** on **Hadoop** to analyze vast amounts of customer transaction data
- Applied **clustering techniques** (**K-means**) to segment customers based on key purchasing behaviors, such as frequency, recency, and monetary value
- Utilized **SQL** to efficiently query large datasets, ensuring high performance and scalability in data processing.
- Delivered insights through **visual dashboards** to help the marketing team develop targeted strategies for customer engagement and retention
- **Technologies Used:** Hive, SQL, Hadoop, Data Analysis, Clustering (K-means), Customer Segmentation, Data Visualization

Sales Data Analysis and Forecasting: May' 24

- Performed **exploratory data analysis (EDA)** and visualized sales patterns, trends, and seasonality using **Excel** and **Python** (matplotlib, seaborn)
- **Technologies Used**: SQL, Python (pandas, NumPy), Excel, ARIMA, Linear Regression, Data Cleaning & Preprocessing, Data Visualization

Netflix Content Performance Dashboard Usi ng Power BI: Feb' 24

- Developed an interactive **Power BI** dashboard that analyzes content performance, user engagement, and subscription metrics for Netflix to help marketing and content teams make data-driven decisions
- Created visualizations to track viewership trends, top-performing shows, audience demographics, and subscription growth over time
- **Technologies Used:** Power BI, Data Visualization, Data Transformation, KPIs, Subscription Metrics, Content Performance

ACHIEVEMENTS

- **Developed and Delivered Educational Workshops on Technical Skills**   June'24
  Designed and delivered a series of workshops on basic computer skills, data analysis, and coding, focusing on underserved students in the NGO
  Empowered over 50 students with technical skills, increasing their confidence in using technology for education and future career opportunities
- **Won Second Prize in Relay Race Competition**   Nov'18
  Demonstrated strong teamwork, coordination, and resilience by securing second place in a highly competitive relay race event, showcasing my commitment to collaboration and performance under pressure.

CERTIFICATIONS

- Big data by IBM   Sept'24
- SPSS Modeler by IBM   May' 24
- Cognos Analytics by IBM   Jan'24
- Python 101 Data Science by IBM   Sept' 23

EDUCATION

Lovely Professional University, Punjab   Phagwara

- Master Of Business Administration -Business Analytics & Finance: CGPA: 7.0   july'25

Lalit Narayan Mithila University

- Bachelor of Arts – Economics Hons; CGPA: 6.70   Aug'19 – July'22