

## AKANSHA SHRIVASTAVA

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Results-oriented Analysis, specializing in strategic analysis, Data Annotation and PEP KYC Screening. Demonstrated ability to gather and interpret comprehensive data to uncover actionable insights for corporate clients. Strong analytical skills and proficiency in legal research and database management. Experienced in conducting competitive analysis, company profiling, and generating strategic recommendations based on key research findings.

### WORK EXPERIENCE

**Process Associate** **Han Digital Solution (P) Ltd.** **Aug 2024 – Sep 2024**  
**Bangalore, India**

- I have Learned valuable experience in data annotation and labelling, focusing on high accuracy and efficiency. I was managing large data sets and am comfortable working with repetitive tasks that require attention to detail. My knowledge of data labelling techniques allows me to annotate data accurately and consistently, ensuring quality output with minimal errors.

- With a strong foundation in basic computer skills, I am capable of using AWS sagemaker tools to handle and process data effectively. I thrive in environments that require both consistency and precision, and I am eager to bring my skills to a dynamic team.

**Senior Analyst (Operations)** **Zigram Data Technologies Pvt. Ltd** **Feb 2022 – Aug 2022**  
**Gurgaon, India**

- To manage the PEP, Connect Projects, assembling Politically Exposed Person profiles for multiple countries worldwide, resulting in a 20% increase in dataset accuracy. Utilized advanced Excel tools such as VLOOKUP and pivot tables to manage extensive datasets, contributing to a 25% improvement in data processing efficiency.

- I bring good hands-on experience in data mining and secondary research analysis, achieved a 30% enhancement in data cleansing Formatting and visualizing ensuring insights for AML and KYC companies using Excel and data presentation.

**Research Associate (Internship)** **Orion Market Research Pvt. Ltd** **Feb 2021 – May 2021**  
**Indore, India**

- Conducted market research resulting in a 100% annual increase in identifying growth opportunities. Utilized content writing and forecasting skills to anticipate industry shifts. Contributing to a 25% improvement in consumer preference. To perform market segmentation and competitor analysis, leading to a 30% enhancement in target demographic identification.

- Utilized tools such as Grammarly, Plagiarism Detector and Copy-leaks to ensure high-quality content production. Formulate Company profiles addressing market demand, with Compact global-level report synopses. Monitoring press releases and industry news, ensuring a 20% improvement in staying updated on market developments.

### SKILLS & ABILITY

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|---|--|
| - Microsoft Office Tools (Excel, Power Point) | - Report Writing & Presentation Skills         |
| - Google sheets (Cleaning, Formatting)        | - Report Development & Query Handling          |
| - Market trends Estimation & Forecasting      | - Data Mining, Collation & Data Wrangling      |
| - Secondary Research & Strong Analytical      | - Strong Interpersonal skills, Problem-Solving |

### PROJECT & CERTIFICATIONS

- Conducted comprehensive market segmentation and demand analysis in the “Consumer Awareness Towards Organic Product”. Overcame challenges in regional forecasting through secondary research methodology. Identified new trends and opportunities, facilitating targeted suggestions. **2020 (Project Report)**

- Wealth Management Advance by Equalifi Academy **2021**

### EDUCATION

<b>ICFAI Business School, (IBS Pune)</b> [Major – Marketing   Minor – Finance]	<b>2020 – 2022</b>
<b>PSIT College of Higher Education, Kanpur</b> [Business Administration]	<b>2016 – 2019</b>