

BHAVIKA KASHYAP

Associate Analyst | Google Operations

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PROFESSIONAL SUMMARY

Associate Analyst with 1.5 years of experience supporting Google-led operations through high-accuracy data research, data validation, and quality analysis. Experienced in working with large datasets, SOP adherence, data quality checks, reporting, and maintaining quality benchmarks in high-volume, SLA-driven environments. Including hands-on experience in quality calibration (PKT), audit feedback implementation, and accuracy improvement initiatives.

PROFESSIONAL EXPERIENCE

Associate Analyst

Highspring (formerly Vaco Binary Semantics LLP), Gurugram

On-site for Google Operations

July 2024 – December 2025

Worked across three different Google operational projects during tenure, each with a defined scope and ownership.

Project: Cluster Match (GEDI) | July 2024 – September 2024

- Worked on data clustering and entity matching workflows to ensure accurate grouping of records
- Performed data validation to identify mismatches, duplicates, and inconsistencies
- Followed SOPs and quality guidelines while handling high-volume research tasks
- Consistently met the defined quality benchmark of 94% across the project tenure
- Successfully contributed to project deliverables until project closure
- Participated in PKT / quality calibration sessions to align decision-making with project guidelines

Project: Product Match (GEDI) | September 2024 – September 2025

- Supported product-to-entity matching by analyzing structured and semi-structured datasets
- Evaluated product attributes and identifiers to ensure correct alignment and accuracy
- Maintained quality benchmarks while meeting SLA-driven targets
- Assisted in root cause analysis to reduce recurring matching errors
- Met and sustained the project-defined quality targets of 97% throughout the assignment
- Successfully completed responsibilities through project closure
- Implemented calibration and audit feedback to improve judgment accuracy and reduce repeat errors
- Reviewed quality feedback reports and incorporated learnings into daily workflows

Project: Hotel Ads Performance Accuracy (PA) | September 2025 – December 2025

- Worked on Hotel Ads workflows with a focus on quality validation and accuracy checks
- Reviewed pricing, availability, and performance-related data to ensure correctness of calculations
- Identified discrepancies and supported quality audits as per defined standards
- Consistently met the defined quality benchmark of 99% for the PA workflow
- Supported ongoing Hotel Ads workflows while ensuring alignment with quality and accuracy standards
- Actively contributed to quality audits and calibration discussions, ensuring consistency with accuracy standards

ADDITIONAL EXPERIENCE**Social Media Manager (Meta Ads – Data and Performance Focus)****SAM Publishers, New Delhi****2022 – 2024**

- Analyzed campaign performance data to evaluate engagement, reach, and conversion trends
- Interpreted performance metrics to identify trends and improve targeting decisions
- Supported data-driven reporting and performance analysis

SKILLS

Data Research
Accuracy and Consistency Management
Data Quality Analysis
SOP Compliance
Google Sheets
Advanced Excel
Reporting
Root Cause Analysis
Audit and Quality Feedback Implementation
Cross-functional Collaboration

EDUCATION**Master of Arts (English)**

Indira Gandhi National Open University (IGNOU), Delhi
2024 – 2026

Bachelor of Arts (Honours) in English

Guru Gobind Singh Indraprastha University, Delhi
2019 – 2022

High School (Commerce with Psychology)

Ramjas International School, R.K. Puram, Delhi
2004 – 2018

LANGUAGES

English
Hindi