Shruti Choubey

Business & Integration Arch Sr Analyst at Accenture

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WORK EXPERIENCE

Business & Integration Arch Senior Analyst
Accenture

05/2022 - Present   *Bengaluru*
Achievements/Tasks

- Working as a Business Analyst to **understand and map client requirements to projects** implemented in Accenture with SAP IBP

Product Management Fellow
Upraised

08/2022 - Present   *Online*
Achievements/Tasks

- Currently, in Phase-3 of the Career Accelerator Program for Product Management
- PRD 1 - Launch an app called AirBuddy for passengers to order food from restaurants inside airports - Calculated market size, identified user segments, mapped user journey, created wireframes, GTM strategy and a rollout plan for a completely new app
- PRD 2 - Increase revenue for the BNPL app - Simpl - Mapped user journey to identify pain points, prioritized multiple solutions based on impact vs effort, built an implementation roadmap with wireframes and success metrics

Application Development Associate
ACCENTURE

06/2017 - 05/2019   *Chennai*
Achievements/Tasks

- Worked as a developer, built a database platform for C-level executives for a US-based healthcare Fortune 500 company
- Curated and implemented security policies using Ranger for database dashboard
- Developed projects using **Java, SQL, HTML, JavaScript**

Category Management Intern
SPAR India, Landmark Group

04/2021 - 06/2021   *Bengaluru*
Link to Internship Report
Achievements/Tasks

- Tracked the trend in price across top 64 items from 9 different categories. Designed dynamic Excel Dashboard to track price fluctuations across competitors
- Implemented a module to crawl competitors' websites and extract pricelist (using Python-Selenium module) – **reduced the time for competitor benchmarking by 50%**
- Identified categories with stagnant pricing and suggested 5 pricing points (on average) for each product to improve price perception

EDUCATION

MBA (Marketing & Analytics Major)
NMIMS, Bangalore

2020 - 2022   *CGPA 3.25/4*

B.Tech - Information Technology
Sri Sivasubramaniya Nadar College of Engineering

2013 - 2017   *CGPA -7.49*

POSITIONS OF RESPONSIBILITY

Design Head & Yearbook Head - Knowesis, The Magazine and Photography Club at NMIMS, Bangalore (2021 - 2022)

Member - Placement Committe of NMIMS, Bangalore (2020 - 2021)

Vice President - Department of Information Technology at SSN College of Engineering (2016 - 2017)

CASE STUDY COMPETITIONS

Winner - PLANdemic (IIT, Madras)
- Designed a marketing campaign for L'Oréal, to overcome the pushback faced by cosmetics during the initial phase of pandemic lockdown
- Behance Link to project

Winner - X Marketer (IIM, Shillong)
- Taco Bell's launch and branding in North East
- Behance Link to Project

Winner - InfracTo (IIM, Nagpur)
- Formulated a plan to launch EV charging stations in India
- Behance Link tp project

National level Finalists in 7 case study competitions (2020 - 2022)

CERTIFICATIONS

Business Analysis & Process Management (09/2021) ⤴

Data Visualization using Power BI (09/2021) ⤴

Introduction to CRM with HubSpot (07/2021) ⤴

Predict Sales with CRM Data in Google Sheets (07/2021) ⤴

Advanced Google Analytics (07/2021) ⤴