Priya Singh

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**Professional summary**

A dynamic Professional with 4 and half years of experience in business analysis e-commerce field is looking for challenging role in the same domain.

**Expertise Area**

**Account Management, Business Solution, Market Research, Vendor Management, Brand Registration, Business Analysis, Data Analysis,Project Management**

**Work Experience**

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| **Gito.me**  **Business Analyst**  **September 2016- Feb 2020** | **Roles and responsibilities**   * I have created business requirement document for the clients. * I have headed client’s projects and have made sure that they get a technically sound bug free aesthetically pleasant website. * Analysed clients’ business data and have worked with them to improve their business/sales. * Created requirement and solution document to create new features as well as to improve existing features in the platform. * Have done competitor analysis to fill the gaps in the platform. * Provided time to time training to the clients. * Worked with internal cross-functional teams (development, pre-sales, marketing, QA etc.) to ensure customer's issues/solutions are addressed. |
| **E-shopbox E-commerce Pvt Limited Business Analyst**  **February 2015- December 2015** | **Roles and Responsibilities**   * I have managed accounts for the Vendors who wanted to sell products on online market places. * I have done analysis of the styles on the basis of fashion quotient and market trends. * Have done competitive analysis of the products to help clients to manufacture in trend products. * Monitored sales of the styles across the channels and have created reports. * Have helped new Vendors in onboarding on channels like Amazon, Paytm, Myntra, Jabong, Snapdeal, Flipkart etc to sell their products. * Analyzed product returns process and implemented solutions to minimize it. * Increased key product conversion rate through analyzing online key performance metrics, optimization of content and improved cross merchandizing opportunities. * Have done Facebook Advertisement for the promotion of new styles and new brands and to monitor the growth with the help of google analytics. |

**Academics**

* B.Tech (Chemical Engg) B.I.T Sindri, 2009-2013; Secured: **1st  Division**(**82.5%).**
* Intermediate: 2006-08(CBSE) Secured: **1st  Division(82.4%)**

Adwaita Mission High School ,Bounsi.

* Matriculation: 2006(ICSE); Secured: **1st Division(87.33%)**

St.Francis School,Jasidih.

**Certification and co curricula’s**

* **Currently pursuing Business Analytics certification course from IIM Indore.**
* Volunteered in science meet, INCO’12organized by BARC**.**
* Board of Director of college club in year 2012-2013.

**Hobbies and Strengths**

* Reading books and novels.
* Listening music.

**Languages Known**: English, Hindi