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.
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| **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.
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**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