

Ankit Kumar Singh

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PROFESSIONAL EXPERIENCE

RUSH BY KIRA

Business & Technology Consultant

Sep '24 - Present

- Designed an **automated carrier audit pipeline** auto-flagging AWB weight errors and automating vendor disputes, cutting unrecovered shipping leakages by **25% yearly**.
- Engineered bi-directional agents** that sync across global and domestic Shopify stores, enforcing lowest-stock logic to eliminate multi-channel SKU discrepancies.
- Built predictive restock pipeline** tracking buyer metadata (size, SKU) to model demand forecasting and automate back-in-stock notifications.
- Deployed WhatsApp integration agents and webhooks & cohort analytics to refine ad targeting, driving a **15% lift in conversion rate** and **30% increase in sales**.

ZS ASSOCIATES

Associate-Business Technology Solution

Jul '21 - Sep '24

Domain: Non-Personal Promotion & Data Governance

Led a team of four that was responsible for tracking, liaising with vendor and client and developing the data standardization layer which should be able to incorporate marketing and ads data from various media groups and transactional and aggregate level

- Vendor-agnostic data ingestion framework Development:** Developed unified layer using Snow Data lake and Hive in collaboration with Media and Advertising agency to standardize marketing data from platforms like Meta, Google Ads and DSPs (e.g. DeepIntent, Lasso, PulsePoint).
- Managed **8+ Big data pipelines** using spark and autosys batch processing and Snowflake jobs. Leveraged AWS SNS and Microsoft Power Automate for Event-Driven ETL Jobs.
- Integrated HCP (Health Care Professional) data stripping and data masking techniques** into ingestion pipelines to ensure **de-identification and privacy preservation**, in full compliance with **HIPAA regulations** and internal risk protocols.
- Architected** a ground-up data **integration protocol** with DSPs and media partners, standardizing file specifications and transfer logic to ensure seamless, automated ingestion of marketing data

Domain: Sales & Marketing Analytics and Reporting

Spearheaded technical consulting for healthcare clients, translating complex business requirements into high-performance configurations for proprietary sales strategy solutions. Orchestrated the end-to-end integration of disparate vendor data into a centralized data lake, architecting the foundational ingestion and transformation pipelines that powered field force incentives and executive-level analytics.

- Developed a **SQL based Data-Quality-Model**, ensured data robustness, highlighted data discrepancies – reduced production server issues **by 40%** and received client **appreciation award** 'Super Innova'
- Managed **15+ Apache Airflow pipelines** ingesting terabytes of sales (SPP and BnB), insurance and HCP and HCO data from 15+ vendors, S3, and SFTP.
- Architected an **end-to-end automated process** that reduced manual touchpoints from **7 to 3**, slashing weekly operational effort **by 35%** through robust data quality logic and automated failure alert.
- Onboarded, managed, and mentored** team of 5+ Associates (India and US team) & monitored quality.

TRESVISTA FINANCIAL SERVICE

Analyst-Research Investment Services

Mar '21 - Jul '21

- Developed **DCF and comps models** to evaluate valuation, capital allocation, and growth across **TMT sectors** using earnings calls and SEC filings.
- Performed financial research via **Capital IQ, FactSet, and EDGAR** to support investments in mid-sized U.S. companies.
- Leveraged various tools like **Yahoo Finance API, Alpha Vantage and S&P Market Intelligence** to semi-automate **financial models** with latest stock price and latest financial ratio updates

TECHNICAL SKILLS

Tools and Skills: Tableau, AWS, Git, Bitbucket, SonarQube, Apache Airflow, Unix, Microsoft Excel, PowerPoint, Meta, Pixel & Ads, REST APIs, Webhooks, Cohort Analytics, Predictive Modeling

Languages: SQL(Postgres, Snowflake, Trino, Oracle), PySpark, Python

EDUCATION

UNIVERSITY OF DELHI

Bachelor of Arts(Hons.) Business Economics

Jul '17 - Jul '20

Publications & Research:

- Education and Unemployment in Rural and Urban Kerala ([DOI:10.2139/ssrn.3543437](https://doi.org/10.2139/ssrn.3543437))
- A panel data study to understand the factors affecting HDI in BRICS Nations ([DOI:10.2139/ssrn.3464399](https://doi.org/10.2139/ssrn.3464399))