SPRIHA CHOUDHARY

Senior Project Associate

Senior Project Associate with extensive experience of approx. **5 years** of experience **Project Management** and e**-commerce operations** for international and global brands, driving over **₹50Cr** in annual sales. Skilled in managing **D2C brand operations**, **multiple integrations**, and **website enhancements**. Adept at streamlining **workflows**, **optimizing performance**, and ensuring **on-time project delivery**. Passionate about solving business challenges and driving digital transformation for global brands.

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WORK EXPERIENCE

Senior Project Associate
ANS COMMERCE(FLIPKART GROUP)
03/2024 - Present
Achievements/Tasks

- Managing D2C operations for **20+ international & global brands**, including **Giordano UAE**, **Philips**, **Bestseller**, **Only**, **American Tourister**, **Optimum Nutrition** and more, overseeing ₹50Cr+ annual sales.
- Driven diverse **third-party integrations**, such as payment gateways, to decrease transaction failures by **25%.**
- Achieved significant uplift in **customer conversions** by optimizing key UI/UX elements including **CLS** and **LCP** .
- **Optimized operations** lead to a **40%** reduction in work effort.

Business Analyst
Tomorrow Private Limited
04/2022 - 02/2024
Achievements/Tasks

- Led the analysis of complex business processes, increasing **operational efficiency** by **20%.**
- · Managed **project planning, risk assessments**, and execution timelines for various e-commerce initiatives.
- · Developed **project documentation, business cases**, and **cost-benefit analyses** for technology implementations.
- · Spearheaded **CRM system integration**, improving customer engagement and retention rates.

Associate Business Analyst
Tomorrow Private Limited
07/2020 - 03/2022
Achievements/Tasks

- Conducted in-depth data analysis to identify trends and patterns, contributing to strategic decision –making processes.
- Collaborated with business stakeholders to define and document requirements for software development and process enhancement.
- Conducted user training sessions to ensure effective adoption of new systems and processes.
- Contributed to the development of business cases and cost-benefit analyses for proposed projects.

CERTIFICATES

Certified Agile Scrum Master (CSM)
– In Progress

Skill Nations- Chat GPT and AI hacks in MS Office Workshop
Completed

SKILLS

- Project/Operations Oversight
- Stakeholder & Client Engagement
- Agile and Scrum methodologies
- Strategic Planning & Risk Management
- JIRA
- Postman
- UI Development (HTML, CSS, JavaScript)
- Process Automation & Optimization
- QA & Testing
- Leadership skills
- Power BI
- Proactive problem-solver with a strategic mindset.
- Agility in Dynamic Environments
- Multitasking and project prioritization skills
- Confluence

PROJECTS

- **Payment Gateway Checkout Integrations**
  - Led numerous **payment gateway integrations**, including **Gokwik, Gyftr, PayU, Easyrewards, and Razorpay**, across multiple brands to enhance seamless transactions and improve checkout experiences.
- **BNPL (Buy Now, Pay Later) Integrations**
  - Enabled flexible payment options by integrating **Tabby, Tamara, and other BNPL solutions**, enhancing affordability and accessibility for customers
- **Order Tracking & Logistics Integrations**
  - Streamlined **order tracking** by integrating solutions like **Unicommerce, Kartwave, and Exotell**, ensuring real-time shipment visibility and operational efficiency
- **Customer Engagement & Analytics Integrations**
  - Integrated platforms like **MoEngage, Smartlook, and Gupshup** to enhance **customer communication, behavioral insights, and marketing automation**
- **Search & Shopping Experience Enhancements**
  - · Led **customization and optimization of search functionality** for improved product discovery, along with **Shop by Color Integration** and **VR shopping experiences** to elevate user experience.
- **QR & Security Features**
  - Implemented **QR functionality** for **different brands**, ensuring secure product authentication and traceability
- **Skin Analysis AI Integration**
  - · Researched, analyzed, pitched, and successfully integrated **AI-powered Skin Analysis**, enhancing personalized recommendations and improving customer engagement across Skincare brands.

EDUCATION

Bachelors in Designing
KIIT University, Bhubaneswar, Odisha
08/2016 - 04/2020