

# ANUSHKA DUA

## CONTACT

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## SKILLS

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- Reinforcement Learning from Human Feedback (RLHF)
- Fine-tuning large language models (LLMs)
- Multi-turn conversation design
- Response evaluation and scoring (accuracy, tone, relevance)
- Task-specific prompt optimization
- Primary and secondary research
- Market trend analysis
- Price trend and cost driver analysis
- Consumer behavior analysis
- Competitive landscape assessment
- Data synthesis and insight generation
- Forecasting and trend identification
- Survey design and execution

## EDUCATION

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### BACHELOR OF BUSINESS ADMINISTRATION (BBA)

JIMS Kalkaji, Guru Gobind Singh Indraprastha University, Delhi  
July 2018 – July 2021

### MBA in IT and System Management

NMIMS, Mumbai  
July 2022 – July 2024

## WORK EXPERIENCE

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### Business Analyst, Turing

Remote, Sept. 2024 – Present

- Led fine-tuning of AI models using RLHF techniques to align model outputs with user expectations and ethical standards.
- Designed scenario-based prompts to train models in reasoning, multi-turn conversations, summarization, classification, creative writing, and more.
- Developed and optimized task-specific prompts to enhance AI performance, ensuring relevance, coherence, and creativity across diverse use cases.
- Evaluated AI responses based on human-defined criteria such as relevance, accuracy, and tone.
- Conducted iterative training cycles to fine-tune models for improved user satisfaction and task-specific performance.

### Associate Research Analyst, IMARC Services Pvt.

Noida, Apr. 2023 – Sept. 2024

- Conducted secondary research using wide range of sources, including industry reports, academic publications, and publicly available datasets.
- Conducted primary research with target audiences to gather qualitative insights.
- Performed in-depth market research to assess current market trends, consumer behavior, competitive positioning, and potential risks or opportunities.
- Conducted price trend analysis, and assessed broader economic indicators such as inflation rates, supply chain disruptions, and raw material costs.
- Identified emerging trends and forecasted future developments that could impact the organization's strategic direction.
- Studied business objectives and designed surveys to discover prospective customers' preferences.
- Analyzed data and made recommendations related to research findings.
- Created visualizations to present research data and findings to stakeholders.