ASHWIN RAJEEV

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Data & Business Analyst
Data-Driven Decision Making | Business Intelligence

Results-driven Data and Business Analyst with a strong foundation in business intelligence, marketing analytics, and process optimization. Proficient in SQL, Python, Tableau, and Excel, with a track record of leveraging data to drive strategic decision-making and operational efficiency. Adept at uncovering actionable insights, optimizing marketing performance, and enhancing business processes. Experienced in stakeholder management, business transformation, and performance reporting. Passionate about translating complex data into meaningful solutions that accelerate growth and innovation.

EDUCATION

The University of Leeds	2023/24
MSc Business Analytics and Decision Science: GPA 6.4	
Presidency University	2020/22
MBA, Marketing and Business Analytics, GPA: 7.11	
Calicut University	2017/20
BCA: Computer application, GPA: 5.9	

PROFESSIONAL EXPERIENCE

Byju's – Think and Learn Pvt. Ltd.

Marketing Analyst   FEB 2023 - JUN 2023

- Spearheaded data cleaning and preparation workflows for marketing campaign datasets using SQL and Excel, enabling accurate analysis across 2000+ monthly leads.
- Designed and maintained ETL pipelines to automate data extraction from Google Forms and CRM systems; integrated data into Tableau dashboards for stakeholder reporting.
- Developed interactive visualizations and reports in Tableau, providing actionable insights that improved customer engagement by 20% and informed channel strategy.
- Monitored KPIs such as CPL, ARPU, and conversion rates, supporting marketing strategies that generated £7,700 in monthly revenue.
- Conducted segmentation analysis to optimize campaign targeting, resulting in a 10% uplift in engagement from tele-calling implementation.
- Facilitated cross-departmental data sharing with sales and finance, enhancing accuracy in KPI tracking and improving report-driven decision-making.

Associate Marketing Analyst   APR 2022 - FEB 2023

- Led data preparation and transformation processes using SQL and Excel across BTL campaign data (~8000 leads/month) to support performance tracking.
- Built and automated ETL pipelines to consolidate data from field teams, CRM platforms, and spreadsheets into a single source of truth for analysis.
- Created Tableau dashboards to visualize lead quality, engagement trends, and ROI across different campaign formats, driving a 30% improvement in ROI.
- Designed dashboard solutions for BDE-level performance tracking, integrating KPIs like leads generated, engagement quality, and regional impact; linked this data with sales outputs to identify high-performing teams and optimize resource allocation.
- Partnered with cross-functional teams (sales, ops, finance) to deliver KPI reports that informed tactical decisions and improved lead quality by 20%.
- Applied A/B testing frameworks to campaign initiatives and tracked results using SQL-based reporting, increasing revenue by 10% from optimized outreach strategies.

TECHNICAL SKILLS & TOOLS

- Programming: Python (Pandas, NumPy), SQL, R
- Data Visualization: Tableau, Power BI, Excel
- Database Management: MySQL, PostgreSQL
- Business Intelligence & Analytics: Data Cleaning, Predictive Modeling, KPI Tracking
- Process Improvement: Agile, Lean Six Sigma, Waterfall

CERTIFICATIONS

- Completed ESG-focused Leeds Virtual Industry Programme, developing experience in solution delivery and business analysis methodologies by Practera
- Completed online certification from Udemy: Data Analysis and Business Intelligence (SQL, Python, Tableau)
- Completed Excel associate examination with Microsoft.
- Completed Verzeo Business Analytics Course (Python, Power Bi, Excel)

Interests

- Travelling
- Photography
- Explore new books, food