

ASHWIN RAJEEV

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Results-driven Business Analytics graduate with proven success in leveraging SQL, Tableau, and Excel to drive data-informed decision-making across marketing, sales, and consulting initiatives. Experienced in stakeholder engagement, requirements gathering, and process optimization to enhance KPIs and streamline operations. Adept at translating business needs into actionable insights through data modelling and visualization. Actively seeking analyst roles to apply data skills in delivering measurable impact and strategic solutions. Has right to work in the United Kingdom.

PROFESSIONAL EXPERIENCE

Byju's – Think and Learn Pvt. Ltd.

Marketing Analyst | Feb 2023 – Jun 2023

- Led analytics for 12 BDEs managing 2,000+ monthly leads; improved call-to-demo conversion by 30% via KPI tracking with Tableau and Excel dashboards.
- Cleaned and validated lead funnel data using LeadSquared CRM, resolving reporting errors and improving data confidence across marketing and sales.
- Tracked and optimized CPL/CPA across digital channels; reduced CPA by 18% through channel reallocation.
- Presented weekly performance insights to senior leaders, aligning campaign outcomes with business KPIs for real-time decisions.
- Measured offline campaign ROI (radio, school events) and integrated results into KPI reports for business process improvement.

Associate Marketing Analyst | Apr 2022 - Feb 2023

- Managed lead data for 36 BDEs and 8,000+ records weekly; ensured CRM accuracy and reporting consistency across multiple regions.
- Built Excel dashboards to track lead quality, CPL, and conversions; reduced CPL by 20% through targeted campaign analysis.
- Collaborated with Sales and Finance to align reporting logic and cleanse legacy CRM data, reducing metric discrepancies by 30%.
- Delivered insights from BTL activities to support territory planning and field team deployment strategies.
- Shared campaign reports and performance breakdowns with zonal heads using visual data summaries and Excel pivot tools.

Selected Projects

1. Dashboard Development & KPI Reporting

Project: Universal Export Sales Dashboard

- Developed a comprehensive Power BI dashboard by integrating sales, logistics, and customer datasets from 5 distinct sources (CSV, Excel, JSON, and TXT).
- Enabled senior leadership to track weekly KPIs, profit margins, and air shipment sustainability metrics across 10 countries, reducing manual reporting time by 15%.
- Utilized DAX calculations and relational data modeling to create dynamic, drill-down visualizations of product category performance.

2. Data Cleaning & Analysis for Business Insights

Project: ICO Campaign Success Prediction (Academic Project – University of Leeds)

- Cleaned and preprocessed a 2,700+ record blockchain ICO dataset, standardizing fields like platform names and campaign durations using Python (pandas).
- Engineered new binary features (e.g., top countries, top platforms), and handled outliers in token pricing and distribution percentages.
- Identified key success drivers such as team size, campaign duration, and GitHub presence, boosting model accuracy to 68.2% using a Random Forest classifier.

Project: Forecasting US Personal Consumption Expenditure

- Conducted time series analysis using Holt's, ARIMA, and ETS models in R to forecast seasonally adjusted U.S. PCE trends.
- Identified Holt's linear model as the best-performing approach with the lowest RMSE and MAPE values, providing reliable predictions for October 2024.
- Demonstrated strong capability in model evaluation, trend decomposition, and one-step ahead rolling forecasting.

3. Process Optimization / Business Process Improvement

Project: Autonomous Delivery Robot Strategy

- Applied multi-criteria decision analysis (TOPSIS) and Lexicographic Goal Programming to recommend the optimal robot prototype for autonomous delivery rollout.
- Modeled resource allocation scenarios under budget (£244K), labor, and delivery constraints across multiple store types.
- Achieved a 25% improvement in delivery efficiency, aligning decision models with operational KPIs and logistical feasibility.

TECHNICAL SKILLS & TOOLS

- Business Analysis: Requirements Gathering, Process Mapping, User Stories, Business Process Improvement, Operating Models, Root Cause Analysis, Stakeholder Communication
- Data & Analytics: SQL (Joins, CTEs, Stored Procedures), Python (Pandas, NumPy, Matplotlib, Seaborn), Excel (Pivot Tables, VLOOKUP, Power Query), Tableau, Power BI, Data Cleaning, Data Modeling
- Modelling & Forecasting: Predictive Analytics, Time Series Forecasting, Regression Analysis, A/B Testing, KPI Tracking, Data-Driven Decision Making
- Consulting & Delivery Readiness: Stakeholder Engagement, Cross-Functional Collaboration, Agile Methodology, Scrum, JIRA, Confluence, Change Management, And Business Case Development

EDUCATION

University of Leeds, Leeds, United Kingdom

Master of Science in Business Analytics and Decision Sciences | 2023–2024

GPA: 6.4 / 10

Dissertation: *Exploring the Job Market Dynamics in the UK: A Study on Factors Affecting International Students' Employability*

- Collected and conducted statistical analysis (linear, logistic, ordinal regressions) using SPSS
- Investigated relationships among socio-economic factors, visa regulations, employment outcomes and share
- **Technical Tools:** Python, SQL, Tableau, R, Power BI

Presidency University, Bangalore, India

Master of Business Administration (MBA) – Marketing & Business Analytics | 2020–2022

GPA: 7.11 / 10

- **Focus areas:** Strategic Marketing, Consumer Behaviour, PESTLE & SWOT analysis, Marketing Analytics
- Projects involved stakeholder engagement, survey design, and segmentation analysis for market-entry strategies

University of Calicut, Kerala, India

Bachelor of Computer Applications (BCA) | 2017–2020

GPA: 5.9 / 10

- Developed foundational skills in programming (Java, SQL), database design, and systems analysis

CERTIFICATIONS

- Completed ESG-focused Leeds Virtual Industry Programme, developing experience in solution delivery and business analysis methodologies by Practera | Dec 2023
- Completed online certification from Udemy: Data Analysis and Business Intelligence (SQL, Python, Tableau) | Aug 2022
- IBM Data Analyst Professional Certificate | (in process)