Ashwin Rajeev

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SUMMARY

Business Analytics graduate with proven success in leveraging **SQL, Tableau Power BI, 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. **I have the right to work in the UK.**

EDUCATION

Master of Science in Business Analytics and Decision Sciences | University of Leeds, United Kingdom | 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

Master of Business Administration (MBA) – Marketing & Business Analytics | Presidency University, India | 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

WORK EXPERIENCE

Byju's – Think and Learn Pvt. Ltd.

Marketing Manager | February 2023 – June 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 via Lead Squared and CRM software, enhancing reporting accuracy and improving cross-functional data trust.
- 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 using Excel and Tableau.
- Used data trends to identify consultation drop-offs and recommend scheduling adjustments, improving engagement rate by 25%.

Associate Marketing Manager | April 2022 - February 2023
- Managed lead data for 36 BDEs and 8,000+ records weekly; ensured CRM accuracy and reporting consistency across multiple regions.
- Built Excel and Tableau dashboards to track lead quality, CPL, and conversions; reduced CPL by 20% through targeted campaign analysis.
- 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.
- Collaborated on cross-functional project management with sales and finance stakeholders.

KEY PROJECTS

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 visualizations.

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.
- Demonstrated strong capability in model evaluation, trend decomposition, and one-step ahead rolling forecasting.

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:** SQL, Python, Tableau, Power BI, Excel, SPSS, R
- **Techniques:** Data Cleaning, Data Modelling, Time Series Analysis, Predictive Analytics, Dashboard Design
- **Concepts:** KPI Reporting, Regression, Random Forest, Forecasting, BI Reporting, NHS Data Dictionary (basic)

LANGUAGES, SKILLS AND CERTIFICATES

- Completed online certification from **Udemy**: Data Analysis and Business Intelligence (SQL, Python, Tableau) | Aug 2022
- Completed **ESG-focused Leeds Virtual Industry Programme**, developing experience in solution delivery and business analysis methodologies by Practera | Dec 2023
- **IBM** Data Analyst Professional Certificate – (Expected Jul 2025)

References Available on Request