ASHWIN RAJEEV

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

Process Detail-oriented Business and Data Analyst with a strong foundation in business analytics, marketing operations, and process optimization. Proficient in SQL, Python, Tableau, and Excel to analyze large datasets and derive actionable insights. Experienced in stakeholder management, business transformation, and reporting to enhance operational efficiency and strategy. Passionate about leveraging data to drive impactful business solutions.

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.   **APR 2022 – JUN 2023**
Marketing Manager

- Directed lead generation through below-the-line marketing/above-the-line marketing campaigns the within Kannur district.
- Managed a team of 12 people, 2000+ Leads generated/Month, resulting in a total Revenue of 7,700 GPB with ARPU 435 GPB and CPL 2.5 GBP.
- Implemented Tableau, Excel, and Google Forms to analyse marketing campaign data, resulting in a 20% increase in customer engagement. Monitoring matrices of lead generation, lead quality, customer engagement, and conversion using Tableau, Lead squared.
- Developed and managed a comprehensive social media strategy, resulting in a 20% increase in brand awareness and a 30% increase in media engagement.

Introduced Tele-calling in the centre, which led to a 10% increase in customer engagement

Assistant Manager BTL Marketing & Operations   **APR 2022 - FEB 2023**

- Responsible for lead generation through below-the-line marketing campaigns within Thrissur district.
- 8000+ Leads generated /Month, resulting in a total Revenue of 145,000 GBP with ARPU 485 GBP and CPL 1.5 GBP.
- Managed and led a team of 36 Business Development Executives (50 Leads pre-BDE) while meeting consistent sales targets
- Monitoring matrices of lead generation, lead quality, customer engagement, and conversion using Tableau, which led to a 20% increase in lead quality.
- Developed comprehensive reports using Tableau and Excel to track key performance indicators for marketing campaigns, resulting in a 30% improvement in ROI.
- Collaborated hand-in-hand with our internal operations, sales, finance, and back-end support teams.
- Developed and executed innovative initiatives, including organising special festivals and executing successful apartment campaigns, resulting in a significant increase in attendance and generating approx. 10% increase in revenue.

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