Abhishek M.

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SUMMARY

Principal / Lead Data Analyst with **6+ years** building **data warehouses (BigQuery)**, **Airflow** pipelines, and **self-serve BI** that power **exec KPIs**, **experimentation**, and **ops tooling**. Cross-functional operator across **Product, Ops, Finance, and Hardware/IoT**, comfortable defining **metrics**, hardening **data quality**, and shipping **decision support** that moves **adoption, reliability, and cost**. Strong on **GDPR/PII**, **SQL/Python**, and **storytelling** for senior stakeholders. **Authorised to work in the UK.**

EDUCATION

MSc in Business Analytics, 2nd | **Durham University** | UK | 2023 – 2024
- **Modules**: Product Analytics (**82%**), Market Research & Data (**79%**), Machine Learning for Product Innovation (**74%**)
- **Dissertation**: Optimizing investment portfolio with data analysis and machine learning (**Distinction**)
- **Awards**: Business Analytics **Merit Scholarship** (**£8,375**, **Top 10%** of the cohort)

BTech in Computer Science Engineering, Data science (Minor), 1st | **Alliance University, India** | 2016 - 2020
- **Modules**: Computing using Python (**85%**), Database Management-SQL (**78%**), Engineering Mathematics (**76%**)

WORK EXPERIENCE

Principal Data Analyst |Port | Sep 2025 – **Present** | London, United Kingdom
- Built **BigQuery** warehouse from **zero → v1**; integrated **batch** app data + **IoT** telemetry streams; SLA-driven data contracts.
- Deployed Cloud Composer (Airflow) and standardised **ELT**; lineage, alerts, and data tests improved trust +/**reliability**.
- Stood up **exec KPI** layer & **self-serve** (Looker); enabled **weekly** board-grade reporting and **ad-hoc** decisioning.
- Drove **GDPR** readiness (PII mapping, retention, access controls) and partner data sharing guardrails.

Product Data Analyst | Easyship | Nov 2024 – Aug 2025 | London, United Kingdom
- Delivered **SSOT** metrics for onboarding/activation/retention; cut decision latency −**30%** with **Power BI/Metabase**.
- Authored PRDs/stories/AC for analytics features; improved feature adoption +**25%** and reduced ops cost drivers −**19%**.
- Modeled **star schemas** and instituted **data dictionaries/lineage**; cross-team handover clarity +**40%**.
- Ran **A/B** and cohort analyses; packaged **exec** readouts into actions for **PMs/COO/Head of Ops**.

Business Analyst Level 3 | Tata Consultancy Services (TCS) | Apr 2023 – Oct 2023 | Bangalore, India
- Captured **functional/NFR** requirements in **regulated payments**; wrote **BDD**/**use cases** with full **traceability**.
- Built **Tableau/Power BI** API-adoption views; tuned **SQL/ETL** to improve refresh by **50%**.
- Established **metric governance** and **change control** for audit-ready reporting.
- Created option assessments (**TCO/sensitivity**) to steer roadmap & **risk posture** trade-offs.

Data Analyst | Altisource | Dec 2020 – Mar 2023 | Bangalore, India
- Unified **MySQL/PostgreSQL/Oracle** into governed BI layers; **Python** DQ cut reporting errors by **45%**.
- Built usage/health **dashboards** surfacing activation/churn/throughput signals for product & ops.
- Authored **SOPs**, **data dictionaries**, and onboarding packs; accelerated team ramp-up.
- Partnered with **Finance/Supply Chain** on reconciliations and vendor performance KPIs.

LANGUAGES, SKILLS AND CERTIFICATES

- **Languages:** English (native), Hindi (native), Kannada (native), Telugu (native)
- **Data & Engineering: SQL (T-SQL/Postgres)**, **Python (Pandas/NumPy)**, **BigQuery**, **Airflow (Cloud Composer)**, **dbt (exposure)**, **IoT telemetry** ingestion
- **BI & Experimentation: Power BI**, **Looker**, **Metabase**, **A/B testing**, **cohorts/funnels**, **KPI design**
- **Product & BA: PRDs**, **user stories/AC**, **metric frameworks**, **requirements elicitation**, **UAT**, **OKRs**
- **Governance & Privacy:** GDPR/PII mapping, retention & access controls, data contracts/lineage, DQ testing
- **Collaboration:** Exec storytelling, cross-functional facilitation (Product/Ops/Finance/Hardware/Eng), stakeholder alignment
- **Certifications:** Silicon Valley Immersion Program - **University of San Francisco**, Oracle PL/SQL