# AMAN KUMAR

*DATA ANALYST*

## CONTACT

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## EDUCATION

**Bachelor of Technology**

IIMT College of Engineering

August 2013 - August 2017

Greater Noida, UP

**Relevant courses**

The Business Intelligence Analyst Course at Udemy

## SKILLS

MySql, BigQuery, MS SQL

Excel/ Google Sheets

Python (Pandas, Numpy)

A/B Testing & Experimentation

Tableau

PowerBI

JIRA

Google Analytics

Leadership Experience

Digital Marketing

## WORK EXPERIENCE

### Data Breach Analyst

Integreon

July 2019 - current / Noida, UP

- Built out the data and reporting infrastructure from the ground up using Tableau and SQL to provide real-time insights into marketing funnels, and business KPIs
- Assisted personnel in different functional areas by offering technical expertise in data collection and management.
- Worked with clients to understand business needs and translate those needs into actionable reports in Tableau, saving 16 hours of manual work each week
- Identified procedural areas of improvement through customer data, using SQL to help improve the profitability by 8%
- Built data visualizations using SQL and Tableau for business KPIs that reduced manual reporting work by 10 hours weekly
- Conveyed results, problems, and plans easily to both technical and non-technical personnel and engaged with client subject matter experts.
- Experience in managing the complete life cycle of a project with project teams of 5 to 25 people

### Business Analyst

Olympiad Success

February 2018 - February 2019 / Gurgaon, Haryana

- Developed root cause reports to address problems with customer conversions, successfully revealing insights that boosted conversions by 32%
- Tracked, extrapolated, and interpreted customer data using SQL, and Excel to report customer behaviors and state-wide retention numbers
- Managed customer accounts, and suggested improved organization method that reduced time spent finding information by 13%
- Improved on-page SEO performance, resulting in page speed improvement of 70% and increase in monthly organic traffic of 24%
- Optimized email copy and email sequences through A/B testing to improve the average open rate from 8% to 14%
- Studied analytics in Google Search Console, identified low-performing content, and recommended solutions that improved content performance by an average of 34%.
- Managed a team of 8 full-time marketing associates, and initiated summer internship program that saw 5 interns in 2018
- Built key reports in Tableau for executive team around KPIs, such as marketing spend, new leads, revenue generated, and ROI, saving 7 hours of manual reporting weekly.