

ANISH KRISNA SUDHAKAR

Data Analyst | Analytics & BI Specialist

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PROFESSIONAL SUMMARY

Highly accomplished, **AI data-driven** Senior Data Analyst with 10 years of cross-industry experience in delivering high-impact **analytical solutions** across **banking, e-commerce, and consulting**. Expertise is founded on an M.S. in Data Science from the triple-accredited Emlyon Business School, France, which is ranked among the top 1% in the world, complemented by a Data Science (Neural Networks) immersion at **Boston University, USA**.

- **Specialisation:** Advanced expertise in Python, SQL, R, Tableau, Power BI, and N8N; ability to translate complex business challenges into ROI-driven KPI frameworks.
 - **Deployment Readiness:** Build scalable automated data pipelines and deliver impactful data strategies for executive-level stakeholders.
 - **Leadership:** Strong cross-functional leadership with a proven record of delivering successful projects and guiding junior analysts to build technical and problem-solving capabilities.
 - **Learning Agility:** Driven by innovation in analytics and emerging AI tools, with a strong commitment to ongoing learning through certifications and hands-on projects.
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CORE SKILLS

- **Programming Languages:** Python, SQL, JavaScript, HTML
 - **Analytical Tools:** Zoho Analytics, Google Analytics
 - **Visualisation Tools:** Power BI, Tableau, Advanced Excel
 - **Data Management Tools:** Zoho CRM, HubSpot CRM
 - **Automation Tools:** Zapier, Zoho Flow, N8N, Apollo
 - **Business Impact:** KPI Frameworks, ROI Analysis, Data-Driven Decision Making
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PROFESSIONAL EXPERIENCE

Senior Data Analyst Manager

Boostmyshop Pvt Ltd - Pondicherry, India | Dec 2022 – June 2025

- Built an AI-based automation model for improving customer retention and upsell revenue by 15%.
- Designed automated dashboards using Zoho Analytics for business stakeholders to improve global sales revenue by 40%.
- Developed Python automation scripts for data extraction and pipeline optimisation.
- Analysed user behaviour across 5 digital platforms, improving conversion funnel performance and enhancing reporting time by 50%.

Data Analytics Specialist

Cartup AI - Netherlands / Jan 2021 – Nov 2022

- Conducted performance analysis on user interaction on the website using heatmaps, A/B split testing and improved website conversion by 10%.
- Used BigQuery and Power BI tools to analyse customer journeys and enhance predictive capabilities.
- Custom-built automation model for lead generation, social media, and email system using N8N, reducing manual monitoring time by almost 60%.
- Built workflows in HubSpot CRM for lead generation campaigns and steadily improved lead nurturing by 10% every month.

Junior Data Analyst

Montreal Associate - Paris, France / Sep 2019 – Aug 2020

- Built interactive dashboards using Tableau and PostgreSQL for credit risk analysis.
- Developed a custom Python script for data mining and extraction from a large chunk of banking data.
- Created AI-based predictive models and KPIs to track and monitor business performance.

Digital Data Manager

Uthrai Pvt Ltd - Coimbatore, India / Jun 2016 - Dec 2018

- Used analytics-driven merchandising and marketing to drive 45% e-commerce sales growth on the website.
- Improved targeted marketing effectiveness by 50% using customer clustering and segmentation.

Marketing Data Analyst

Classle Knowledge Pvt Ltd - Chennai, India / Apr 2014 - May 2016

- Increased content engagement by 35%, reduced bounce rate by 25%, and improved organic conversion by 30% through web and content analytics.

KEY DATA PROJECTS

- **Real-Time Facial Recognition System** - Dima Business Solutions Pvt Ltd, India (Tech stack: Python, OpenCV, TensorFlow)
- **NLP-Powered Customer Support Chatbot** - Brainsfeeds, Hong Kong (Tech stack: Python, NLP, APIs)
- **Self-Interned Analytics Project** - Malaysia (During B.E.) Applied descriptive analytics and statistical methods on business data for the hotel and tourism industry.

EDUCATION

M.S. Data Science | Emlyon Business School, France | 2020

B.E. Electronics & Communication Engineering | Anna University, India | 2014

TECHNICAL CERTIFICATIONS

- Generative AI by Be10x (2025)
 - IBM Blockchain (2021)
 - BCG Digital Transformation (2020)
 - KPMG Data Analytics (2020)
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RECOGNITION

- E-commerce Think Tank Award, Gdowee Magazine (France, 2021)
- LinkedIn Young Professional Award (France, 2019)

PATENT PUBLICATION: Mobile Commerce: Consumer risk perception when purchasing (2021)

TRAINING EXPERIENCE

AP EDUTAINMENT - INSTRUCTOR July 2025 - Present

- Power BI: Dashboard creation, DAX fundamentals, data modelling, and report automation.
- Tableau: Interactive visualisations, storyboards, and business reporting best practices.
- Python: Data cleaning, analytics workflows, automation scripts.
- SQL: Joins, logical operators, aggregation functions.