ANKIT GUPTA

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Data Analyst | Operations Manager | Business Analyst | Project Manager | Empathetic Team Leader

PROFESSIONAL SUMMARY

Results-driven Operations Manager with 4 years of experience in data analytics and project management. Proven track record of achieving a 100% increase in output rate and optimising business operations to slash unit costs by 50%. Proficient in Excel, SQL, R, and Tableau, with a strong foundation in data cleaning and transformation. Skilled in creating impactful dashboards and visualisations. Eager to apply expertise in driving data-driven decision-making and delivering valuable insights.

AREAS OF EXPERTISE

✓ SQL	✓ Project management	✓ JIRA / Trello / Wrike	✓ Data cleaning
✓ MS Excel	✓ Stakeholder management	✓ Power BI	✓ Data visualisation
✓ R	✓ Vendor management	✓ HTML, CSS	✓ Requirement gathering
✓ Tableau	✓ Agile methodologies	✓ Web scraping	✓ Process improvement

PROFESSIONAL EXPERIENCE

Operations Manager, BYJU's - The Learning App, Bangalore | Aug 2021 – Mar 2023

Reporting to the AVP of Content, the role focused on leading cross-functional teams of over 30 members in the full development and delivery of 3 live edtech products, overseeing content, media, and developer teams.

Responsibilities

★ Boosted monthly production by **100% (24 to 48 units)** while addressing **production issues** via creation and utilisation of project **dashboards** in Excel to monitor KPIs, track progress, & identify improvement areas

★ Implemented weekly **scrum** model to enhance alignment and clarity of **deliverables** among cross-functional teams, resulting in a consistent output rate of **90% and above**

★ Achieved a **40% reduction** in backlogs for effective **resource planning** using the production data to analyse the efforts required for different stages through **PIVOT tables** and **data visualisation**

★ Successfully retained **150 out of 200** customers, reducing the **churn rate** of a live product through real-time market analysis and implementation of **data-driven strategies** in the product features

★ **Analysed user data** collected via forms in Excel to address customer **attrition drivers** of a live product, recommending tailored packages which led to an acquisition of **300 new customers**

★ Applied **data analysis** using Excel functions & formulas to assess **individual performances** against target goals from a **10000+ row** spreadsheet, enhancing decision-making for employee feedback and appraisals

★ **Liaised** verbally and textually between content, media, PMO, vendors, and other key stakeholders to prevent communication gaps and missed targets, resulting in a **100% on-time delivery rate**

★ Illustrated informative **process flow** diagrams to standardise production processes, resulting in a significant **30% reduction of errors** during the production cycle

Accomplishments

★ Reduced the unit production cost of K3 live product by **50% (₹1,20,000 to ₹60,000)** via operational efficiency

★ Saved **2 hours/day** from manual work-allocations by creating an automated **TRELLO view** linked to the trackers

★ Revamped the existing tracker of **100 columns** to an easy to use and automated tracker with only **22 columns**

Asst. Operations Manager, BYJU's - The Learning App, Bangalore | Aug 2020 – July 2021

Reporting to the Senior manager of Content, the role involved configuration and scheduling of live classes on database, giving live operational support during classes & leading a team of 20 to bridge the gap between US and Indian products.

Responsibilities

★ Supervised **300+** beta runs to test new features and content delivery methods within existing products by identifying bugs and gathering **performance data** for enhancing user experience

★ Led **collaborative** efforts with tech and product teams to conduct UAT, content testing, and platform configurations, resulting in a successful launch with **2000+ satisfied customers**

★ Devised an **employee feedback form** for the entire team to establish clear goal-setting and KRAs, identifying improvement areas and boosting employee engagement

★ Developed interactive charts for weekly **production reports**, enhancing data comprehension for stakeholders by **50%** and facilitating clear communication

Accomplishments

★ Received 'Extra Mile' award **4 times** for exceeding targets and expectations, ensuring timely product launches

★ Configured **3000+** files & scheduled **400+** live classes in 2 months to ensure seamless launch of live products

Senior Content Developer, BYJU's - The Learning App, Bangalore | July 2019 – July 2020

The role involved producing high-quality & engaging content across 3 product lines for personalised learning products.

Responsibilities

★ Formulated **30+** issue resolution **SOPs** by collaborating with the relevant stakeholders & standardising solutions, thereby **reducing TAT by 60%**

★ Guided content final review through research and collaboration with instructional designers and proofreaders, leading to a **20% boost in user engagement**.

Accomplishments

★ Promoted to a permanent associate from an intern within a month, **surpassing** the typical 2-month probation

DATA ANALYTICS PROJECTS

R script - Scraped & analysed product reviews from e-commerce websites to make the right choice for online shopping.
Skills: Web scraping, Data cleaning, ETL, Sentiment analysis, and Data visualisation **| Project - Link**

SQL - Analysed a database, using SQL queries and advanced techniques to extract insights & address business inquiries.
Skills: SELECT, SORT, ORDER/GROUP BY, Aggregate functions, SQL joins, CTEs, and Subqueries **| Project - Link**

TABLEAU - Designed a dashboard for comprehensive insights into employee data, enabling workforce visualisation.
Skills: Data modelling, Calculated fields/parameters, Data cleaning, and chart creation/formatting **| Project - Link**

EXCEL - Created a dashboard with comparison charts and visualisations to explore various key aspects of the sales data.
Skills: Excel formulas & functions, Data cleaning/wrangling, PIVOT tables, Data visualisation, and Slicers **| Project - Link**

Google sheets - A tracker that updates completion percentage, start & end dates, file links from drive automatically.
Skills: Spreadsheet formulas & functions, Google apps script, Logical thinking, APIs **| Project - Link**

EDUCATION & CERTIFICATES

EMBA (Data Science & Business Analytics)
PES University
(July 2023 - Present)

B.E. (Computer Science)
Sapthagiri college of engineering
(June 2015 - June 2019)

Certification:
Google Data Analytics
(April 2023 - June 2023)