Anoop Gupta | Consultant

anoopgupta1099@gmail.com | +91 9910810099 | LinkedIn | Gurugram (Hr)

3+ years as a Data Consultant specializing in, advance statistics, machine learning and analytics using Python and SQL. Proficient in predictive modelling, data mining, data visualization, and leveraging data insights for business strategies with strong client engagement experience, and proven ability to solve complex real-world challenges.

SKILLS

- **Language/Tools:** Python, Pandas, SQL, Power BI, Qlik sense, Advanced Excel, Oracle Eloqua, Adobe Analytics, Google Analytics, Databricks, ZoomInfo, Big Query, Jira & Confluence
- **Core Competencies**: Machine Learning, Statistics, Data Warehousing & Modelling, Digital Marketing Analytics, CRM Analytics, Team Management, Dashboard Creation, Client Management, Customer Segmentation & Targeting

WORK EXPERIENCE

Fractal Analytics   **Gurugram, India (Dec'24 - Present)**
Data Consultant (Project: Market Mix Modelling)

- Utilized **correlation analysis to identify high-impact channels**, enhancing cost-effectiveness. Used ad spend vs. revenue plots to pinpoint **saturation thresholds**.
- **Implemented AdStock logic** for nuanced modelling, accounting for sustained effects of previous ads and **refining media mix strategies**.
- Developed a predictive model **for ad spend vs. revenue**, calculating **ROI at an overall level** to inform data-driven decision-making
- Provided actionable insights using **Market Mix Model (MMM)** results which helped the clients in increasing efficiency of their Marketing channels.
- Implemented Market Mix Modelling using **Multiple linear regression** technique to identify the key sales drivers and estimated the impact of different advertising channels as well as other factors (price, competition) on product sales.

Eucloid Data Solutions   **Gurugram, India (Jul'22 – Nov'24)**
Senior Data Consultant (Project: B2B MX CRM)

- Collaborated with **directors and stakeholders** to oversee all analytical aspects of business project development, including requirements gathering, data analysis, validation, and deliverables tracking, ensuring seamless implementation and **effective client management**.
- **Drove 1.5K registrations**, generating **$162K revenue** by implementing end-to-end email CRM campaigns and identifying business opportunities using a **multi-touch attribution model**, leveraging advanced datasets within **Oracle Eloqua**.
- **Increased the database by 32%** using ZoomInfo and buyer personas, conducted **A/B tests**, thereby achieving **24% year-over-year revenue growth** for flagship product launches.
- **Led mentoring, process automation, and senior role interviews**, while managing customer segmentation and targeting to optimize campaigns.

Data Consultant (Project: B2B C360)

- Uplifted **7% B2B annual revenue** by developing **buyer personas** for transacting customers thereby expanding Total Addressable Market (TAM) and targeting based on past purchase behaviour.
- Ran **end to end campaign analytics** to evaluate the impact of revenue-driven campaigns across multiple campaign stages.
- **Mapped 20% of website traffic to email** using **Axiom and Live Ramp**, improving audience targeting for B2B campaigns.
- **Reduced manual effort by 90%** through the execution of an **automated CRM report** solution utilizing the Eloqua API.
- Collaborated with **cross-functional teams** to develop a fully fabricated **end-to-end data pipeline** for reporting solutions and enhancing overall operational efficiency.

INTERNSHIP

Eucloid Data Solutions   **Gurugram, India (Jan'22 – Jun'22)**
Data Consultant Intern (Project: B2B CX)

- Analysed marketing channel contributions to revenue through models and examined **the crossover journey** from B2C to B2B on the website.
- Informed optimization strategies by integrating **transactional and lead generation systems** with analytics tools to define the conversion funnel and evaluate site performance.
- **Analysed 10k+ transacting customers**, identifying repeat purchases to inform **retention and engagement strategies**.
- **Managed B2B performance** by designing and deploying **funnel KPIs**, scheduling **analytical reporting**, and conducting root cause analyses to address metrics drops across markets.
- Conducted **drop-off analysis** to identify stages of customer abandonment in the e-commerce journey, collaborating with Business, and Data Engineering teams to enhance data accuracy and drive strategic decisions.

ACCOMPLISHMENTS

- Earned 'Standout Performer of the Month' for Sep'23 and 'Highflyer of the Month' for Mar'23 for outstanding performance.
- HackNU 2.0 (Winner): Developed an Android application using Flutter and MongoDB to randomly assign teams to faculty members.

EDUCATION

- NIIT University   (2018 - 2022)
- Bachelors in Computer Science and Engineering (Data Science)   GPA: 8.6

CERTIFICATIONS

Databricks certified Data Analyst [Link]	AI Workflow: Data Analysis and Hypothesis Testing [Link]
Stanford	Online - Machine Learning [Link]	Machine Learning with Python [Link]
Data Driven Decision Making [Link]	Python for Data Science, AI, and Development [Link]
Getting started with Neural Network [Link]	JavaScript Algorithms and Data Structures [Link]