ANUSHA J

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EXECUTIVE SUMMARY

Data Analyst with around **2 years of experience** in **data analytics and business intelligence**, skilled in deriving insights, automation, and data-driven decision-making. Expertise in SQL optimization, dashboarding, and collaborating with Growth teams to **enhance marketing strategies** and **business performance**.

SKILLS

- **Programming & Data Analysis:** Python (Pandas,NumPy, Seaborn, Matplotlib), SQL, Excel, Google Sheets.
- **Data Visualization:** Power BI, Tableau, Looker Studio(Google Data Studio), Metabase
- **ETL & Data Processing:** Power Query, Alteryx, Data Modeling
- **Machine Learning & Statistics:** A/B testing, Regression, Clustering, Decision Trees
- **Data analysis :** Segmentation, Cohort Analysis, Root Cause Analysis, Exploratory Data Analysis (EDA).
- **Business & Stakeholder Engagement:** Project Management, Cross-Functional Collaboration

PROFESSIONAL EXPERIENCE

Data Analyst | June 2024 – Present | Crio.Do, Bangalore
Data Analyst Intern | March 2024 – May 2024 | Crio.Do, Bangalore

- Designed and automated a **Performance Marketing dashboard** by integrating Power-BI, Supermetrics and SQL-based ETL pipelines, leading to a **15% decrease in Cost per Lead (CPL) within 2 months.**
- Developed a **lead segmentation framework** using SQL and Power BI, identifying high-intent leads and improving sales efficiency by **30% through targeted engagement strategies.**
- Built an interactive website analytics dashboard with real-time tracking of user behavior, **enabling A/B testing that resulted in a 22% increase in chatbot conversions** by refining conversation flows.
- Optimized SQL queries and indexing strategies, **reducing data retrieval time by 40%**, which significantly improved reporting efficiency for the Growth team.

Data Science Trainee | July 2023 – Feb 2024 | TIBIL Solutions, Bangalore
Business Intelligence Intern | Feb 2023 – April 2023 | TIBIL Solutions, Bangalore

- **Implemented K-Means clustering & predictive modeling**, improving targeted marketing effectiveness by **10%**.
- **Preprocessed and cleaned large datasets using Python (Pandas, NumPy, Matplotlib, Seaborn)**, enhancing data quality and improving model accuracy by **15%**.

EDUCATION

- **MBA in Business Analytics & Marketing** - Dayananda Sagar University, Bangalore - 2021-23 (8.4 CGPA)
- **B.Sc. in Computer Science, Mathematics & Physics** - Bangalore University, Bangalore, 2018-21 (8.6 CGPA)