Mayank Kumar

Growth /Business Intelligence /Marketing Analytics/ Product Analytics

Smart & passionate with appreciable leadership & team spirit qualities

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📍 New Delhi, India

SKILLS

MySQL   Apache Hive

Amazon Redshift

R programming

Tableau   Grafana

Omniture   Dashboards

Google Analytics

Stakeholder management

Linear & Logistic Regression

Text Mining   Hadoop

AWS (S3)   K-Means

Clustering & Segmentation

Business problem solving

Digital Marketing   DCM

E Commerce

Campaign Management

Cross Functional Team Management

WORK EXPERIENCE

Associate Manager (Product - Customer Experience & My Order)
Nykaa.com (Internet/E-commerce)

01/2020 – Present

Achievements/Tasks

- Working extensively on identifying the major KPI's for Post Order Experience & later designing & executing the automated CXO level business dashboards using Tableau.
- Understanding the data structure , flow & building the adequate schema in coordination with the data engineering team.
- Executed & delivered a project which involved the setup of click stream tracking of "My Order " on Adobe - omniture in order to define a success metric for the segment.
- Product Manger responsible for setup & optimization of Customer Experience portfolio of Nykaa Fashion that includes optimum return, exchange & cancellation flow, customer communications involved including building Fashion centric Chatbot & NPS.
- Stakeholder management & cross functional team interaction with Technology, UI/UX, Marketing, Business, Operations & customer service.

Senior Product Analyst (Online Products, Loyalty program, Wallet)
Go - MMT (MakeMyTrip Group) (Internet/Travel/E-commerce)

07/2019 – 01/2020

Achievements/Tasks

- Product feature Analysis for following LOBs - Experiences/Activities (Category), Loyalty Program, Wallet & mobile core platform for improvising Business/product KPIs.
- Worked extensively to understand the customer behaviour on the entire platform & implemented the changes for ROI improvement & conversion for their Loyalty Program.
- Performing A/B Test for various product features & analyzing the impact.
- Funnel Analysis to understand the customer journey on our platform & their reason for drop offs.

Business Analyst (Category Planning & Growth Management)
PayTM E-Commerce(One97 communications) (Internet/E-commerce/Fintech)

03/2018 – 07/2019

Achievements/Tasks

- Business Analyst for Electronics category responsible for Category Growth & planning working on different aspects like Growth, Supply, Operations, Customer Experience, On-boarding, Cataloging, logistics & payments,identifying business KPI's & building automated Dashboards around them.
- Improving local sales by upto 70% monthly by monitoring assortment, inventory gaps and serviceability issues hence reducing cancellations, returns & delivery time.
- Improvisation & optimization of Cashbacks & Eco system offers for better Net Margin.
- Developed Models for cross category selling, customer segmentation (on various demographics & behavior) and reaching out to high affinity customers for the marketplace directly increasing the open rates for pushes, in-app & e-mailers by 40%.
- Analysis of source wise Traffic & customer drop offs reducing the same by 20%, creation of various user funnels, Search optimization for auto suggestion & curated searches hence improving the search conversion by 0.4%
- Improving customer experience on the platform by figuring ways to decrease customer contacts from 30% to 12% & enhancing the NPS from 17 to 30.
- Better optimization of digital marketing spend by targeting the relevant user bases for high quality customer acquisition and conversions.
- Undertaking projects for Catalog cleanup & sanity, ensuring the fill rates (increased from 47% to 92%), reduce redundancy by 60% & hence maintaining high quality & hygiene.

ADD. ACTIVITIES

Co - founder & Technical Head for Student Chapter of International Society of Automation in college

Analytics Lead for a leading NGO

WORK EXPERIENCE

Business Analytics (Lead - Business Planning & Insights)
TaskBucks (Times Internet Ltd. Company) (Digital Media & Advertising)
07/2016 – 01/2018
Achievements/Tasks

- Business Analyst (working directly with COO) with major involvement in Growth planning & customer analytics working on various digital marketing & advertising medium. Handled the Business planning & analytics, directly managing ROI for the vertical generating ~ 12 CR of yearly revenue.
- Lead & managed the Business optimization of the Digital marketing business with more specific targeting, segmented user base & better allocation of push volume & achieved a revenue growth of ~ 150% & significant improvement in Business KPIs within 3 months .
- Increased the client retention rate by ~ 50% with better conversion & relevancy in leads.
- Customer segmentation and profiling based on user needs and online behavior for E commerce, BFSI, entertainment & matrimony clients and also identifying the key buying factors, with the help of consumer research and transaction data
- Prediction for a BFSI client to identify which customers to target for their term deposit plan. Performed analysis by using logistic regression. Optimized the performance to 79.8 % of accuracy.
- Performed the Text mining of the subject lines & content of the commercial E-mails & User comments (performed sentimental analysis) to optimize them in terms of deliver-ability & user acceptance.

CERTIFICATES

Certified Business Analytics professional with R & SAS from EDVANCER, Mumbai

Applied Machine Learning & data science Certification (03/2020 – Present)

EDUCATION

B.Tech
Bharati Vidyapeeth's College of Engineering, New Delhi (GGSIPU, Delhi)
07/2012 – 07/2016   *73%*

ACHIEVEMENTS

Youngest to become the Team Lead at TaskBucks (Times Internet Ltd)

Awarded Best Performer of the Quarter at Paytm

School Topper in Class 10th Board Examination