

AYUSH DASGUPTA

Growth Marketing Analyst

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Summary

I am a data-driven marketing analyst with hands-on experience in user research, campaign analytics, and growth optimization. My strong analytical and problem-solving skills enable me to leverage data to drive user acquisition and engagement in fast-paced environments. I excel in delivering insights that enhance performance and efficiency for targeted marketing initiatives

Experience

PRISM

Berkeley, USA

Product Growth Intern

03/2025 - 06/2025

Remote internship focused on user engagement and growth analytics

- Conducted comprehensive user research and feedback analysis with 100+ visually impaired users, leveraging statistical methods to guide product iterations and improve user engagement
- Led data analysis initiatives for user engagement metrics, resulting in 30% improvement in user testing participation through A/B testing and performance optimization strategies
- Expand data-driven insights for product growth, enhancing usability metrics through quantitative analysis and consumer app problem-solving
- Worked in fast-paced environment adapting to changing priorities while maintaining excellent communication with stakeholders

STARLAB

Surat, Gujarat, India

Avionics Engineer

03/2023 - 04/2023

Engineering role focused on systems analytics and campaign execution

- Designed and developed data collection systems for 1U CubeSat (IOTA SQUARE) with integrated environmental sensing, demonstrating ability to execute complex technical campaigns
- Led antenna PCB design process using data-driven methodology, resulting in prototype now utilized across 7 product lines organization-wide
- Utilized C++, Arduino IDE, and data simulation tools for component integration and performance analysis, improving system efficiency by 25%

Education

Vellore Institute of Technology

Bhopal

Bachelor of Technology

08/2021 - 05/2025

Jindal School

Soyabali

Higher Secondary Education

04/2020 - 05/2021

Key Achievements



Smart Indian Hackathon 2023-24

Finalist in the Smart Indian
Hackathon 2023-24



Smart Indian Hackathon 2024-25

Semi-Finalist in the Smart Indian
Hackathon 2024-25

Projects

Growth Marketing Analytics Dashboard

12/2025 - 12/2025

A comprehensive dashboard project for growth marketing analytics using Power BI, Excel, DAX, and SQL

- Developed comprehensive marketing analytics dashboard analysing revenue trends, profit margins, and key performance metrics for TATA sales data
- Created interactive Power BI dashboards with 15+ KPIs enabling stakeholders to make data-driven decisions for campaign optimization
- Implemented time-series analysis to track revenue trends and identify seasonal patterns for improved marketing campaign timing
- Delivered actionable insights leading to defined sales forecasting accuracy and enhanced campaign performance tracking

Consumer Behavior Prediction Model

06/2024 - 07/2024

A project focusing on consumer behavior prediction using machine learning techniques

- Built predictive model using classification algorithms (Random Forest, Logistic Regression) to assess consumer behaviour with 85% accuracy for simplified user acquisition
- Implemented comprehensive data preprocessing protocols handling 100% of missing values across 50+ categorical variables, reducing campaign analysis time by 30%
- Conducted exploratory data analysis (EDA) on 1M+ data points, identifying key customer behavioural patterns and engagement drivers for targeted marketing
- Increased targeted marketing efficiency by 20% through customer segmentation and risk profiling for enhanced user acquisition strategies
- Deployed automated model performance tracking system accessed weekly by analytics team, improving cross-departmental collaboration