

NAMAN SINGHAL

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Work Experience

Senior Business Analyst – Meesho

[Jun'22 - Present]

- Worked on various **analysis** such as drop in **ObyDAU**, **Net AOV** drop, **Cancellation** spike etc. and looked at different user demographic/cohorts/super portfolios/cancellation reasons and the complete order **funnel**, while **managing 2 BA** under me.
- Worked on Competition Marketplace project which led to **growth** of daily **orders** by **~13%**.
- Worked on **Meesho Mega Blockbuster Sale** to onboard most of the high **OC weighted suppliers**, created **Realtime Dashboard** to track the Sale performance for specific initiatives.
- Automated key **L0-L2 metrics** (AO, Views, Clicks, ATC/BN, Transactors, GMV, NMV, AOV, retention, activations, payment methods share, cancellation, returns, rto etc.) and created **Metabase** dashboards using **SQL (DoD/WoW/MoM)** across different **cohorts/ real estate/ categories** which were consumed by **Leadership team** to track overall growth as well as for **RCA**.

Business Data Analyst – Zomato Private Limited

[Jun'21 - Jun'22]

- **Filters usage analysis** on Homepage vs Search and personalized it accordingly.
- Analyzed the **users pain points** in locating the Bookmarked filter which has **better conversion rate**, hence added a different section for Bookmarked res/dish on homepage.
- **Introduced new features** which helped users to decide the res/dish in minimum possible time by analyzing the time spent by users across different steps and **reduced user drop off rate by 5%**.
- Created new **pipelines** and **Tableau** dashboards to track daily/weekly lapsed users behaviour and monthly users **retention**.
- **Promo codes analysis** and **RCA** on regular basis to take actions accordingly.

Business Analyst – Medlife Wellness Retail Private Limited

[Dec'20 – Jun'21]

- Developed **automation** framework using **SQL and Python** which triggers mails and generates reports for anomalies and tracks the day-to-day supply chain metrics.
- Improved the **customer retention** rate by analyzing speed of delivery against different customer categories based on demographics, spending capacity, marketing channel etc which resulted in an **additional 6% of revenue** Month-on-Month.
- Worked on **ad hoc requirements** on day-to-day basis.

Systems Engineer – Infosys Limited

[Aug'19 – Dec'20]

- Performed **EDA** using Python libraries and **analyzed** the behaviour of users for different applications usage with the help of different **visualizations** that led to increase in revenue.
- **ETL** using **Pig, HDFS** and **Power BI** and **analyzed** data of 8 IPL seasons (2008-2015).
- Created different **visualizations** using Power BI to display the statistics of all the teams and players and **forecasted** the performance of teams and players for upcoming season.

Skillsets

Tools and Technical Skills

MySQL, Microsoft Excel, Tableau, Metabase, Zeppelin, Prism, Python(Pandas, Numpy, Matplot), Machine Learning(Basics), Git, Power BI, Redash, Periscope.

Education

Jaypee Institute of Information Technology –

[Jul'15– May'19]

Electronics and Communication Engineering, B.Tech. (7.7 CGPA)

St. Mary's Academy – XII (88.8%)

May'15

Pinewood School – X (9.8 CGPA)

May'13

Achievements/Responsibilities

- Part of **Bestower Charitable Foundation** team.
- Campus Ambassador of **EXIMIUS 2018**, entrepreneurship summit of **IIM Bangalore**.
- Secured First Position in Robotics event at Annual Technical Festival of **IGDTUW, Delhi** and **NSIT, Delhi** in 2016 and participated in events at Techfest organized by **IIT Bombay** in 2015-16 and 2016- 17.