



Shankara Narayanan Kumar

Berlin, Germany

Business Intelligence and Data Analytics

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shankara-narayanan

Skills



Tools and Languages

Excel • Powerpoint • SQL

R • Alteryx • Tableau • Quicksight

C++ • VBA • SAS

Python • LaTeX • Access

Education

B.Tech, Instrumentation and Control

National Institute of Technology, Tiruchirappalli

2013 - 2017

(GPA: 7.8/10)

Work Experience

Business Intelligence Engineer 3 - Amazon Prime Video, Berlin Sep 2023 - Now

- Developed an interactive YouTube Dashboard in Quicksight that helps leadership understand the performance of videos published on Amazon worldwide.
- Streamlined the data ingestion of campaign tracking working with an external vendor. Currently working to enhance the existing dashboard with additional data cuts and drill down capabilities.

Lead Data Analyst - Zalando, Berlin (Org Restructure Layoff) Feb 2023 - Jun 2023

- Led a team of 2 data analysts and a performance manager working for the off-price business (Lounge) of Zalando.
- Spearheaded the clean-up of reporting landscape – ensured data consistency across reports and eradicated 17 duplicate tableau dashboards by integrating their information into other dashboards.
- Identified major drivers for product returns and devised a business strategy to curtail this through inventive labeling and product detailing.

Analytics Manager - Lokal App, Bengaluru

May 2022 - Dec 2022

- Hired, led and managed a team of 6 business analysts working across the functions of growth, marketing, monetization & content operations.
- Streamlined the data analytics stack - conceptualized and drove the set-up of 8 real-time dashboards to enable self-serve analytics to stakeholders.
- Developed the district playbook to provide scale-up strategy and optimize profits across 220+ districts. Saved 15+ lakhs INR monthly through this.
- Optimized the payout structure for reporters based on content performance & relevance. Reduced monthly costs by 19% and kept platform metrics consistent.
- Spearheaded deep dive efforts of the data org to improve D7 retention (11% ▲), ad monetization (72% ▲) and CTR on push notifications (45% ▲).

Assistant Manager (BI & Analytics) - Olx Group, Gurgaon Sep 2020 - Jan 2022

- Led, managed and mentored a team of 3 business analysts in providing insights and data driven recommendations, working for the classifieds and cars business.
- **Dashboarding and RCAs:** Developed 11 Tableau based dashboards to help provide performance visibility & insights to Call Centre and Auctions teams. Spearheaded data driven deep-dives to optimize the lead to procurement funnel.
- **Retention Drive-up Initiative:** Defined user segments and set up workflows in Clevertap to target them through personalized push notifications. Set up an automated dashboard capturing their pre-post targeting performance. This led to 18% revenue uplift & 11% increase in average monthly package sales.
- **Ad Package Optimization Analysis:** Optimized the pricing and offerings of paid ad packages across 5 business categories & 3 city tiers. The initiative resulted in 27% increase in quarterly revenue while improving package consumption by 8%.

Analytics Associate 2 - PwC Analytics Advisory, Mumbai Oct 2018 - Mar 2020

- **Drug Commercial Analytics:** Set up and automated the data reporting for 3 newly launched drugs to track their sales performance, adoption and market share to provide performance visibility to leadership of a fortune 500 client.
- **Sales Performance Dashboards:** Developed interactive tableau dashboards for marketing heads of a top animal vaccine company aiding performance drilldown across sales, revenue and market share for 3 animal groups.
- **Provider Performance Analysis:** Assessed the performance of 4 leading provider (hospital) networks on their health metrics against the national benchmarks. This enabled my payor client to have 'value-based care' contractual negotiations with its affiliate provider networks at a projected annual savings of 2.5 Billion Dollars.
- **CEP Dashboard:** Developed a tableau dashboard that helps measure the uplift in key health metrics introduced through a Customer Engagement Programme (CEP). Helped my client achieve the prestigious NCQA Health Plan accreditation.

Decision Analytics Associate - ZS, Pune

Aug 2017 - Mar 2018

- **Marketing Mix Optimization:** Performed impact assessment of marketing channels, built channel response curves and simulated marketing spend optimization scenarios to recommend the right marketing spend based on RoI.
- **Drug Adherence Analysis:** Developed a classification model to bucket patients into multiple groups (based on their risk of drug discontinuity) and provided inputs to the marketing team to proactively retain them.