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Business Intelligence | Decision Sciences | Data Visualisation |
Business Analytics | Predictive Analytics | Machine Learning |
Marketing Analytics | Product Analytics | User Journeys

PROFILE SUMMARY

- Senior Analytics Professional with ~8 years of experience, Building and Leading high-performance Analytics Teams across multiple Domains – Retail, eCommerce, Media, Ed-tech.
- Leadership Experience in both Startups and MNCs
- Built the 0 to 1 Journey for Analytics Function in two Startups - Vedantu & Newton School
- End to End implementation in building Business Intelligence Capability at the Org Level (Design and Develop Data Architecture, Onboarding BI Tools, to building Reporting & Exploratory Dashboards : Tableau / Power BI)
- Hands on experience in building Predictive Frameworks and ML Models (Attribution Framework, LeadScore, Learning Score)
- Have experience in Collaborating, Managing and Delivering projects with International Stakeholders across US,UK, Germany and Australia
- MBA (Analytics) Degree with exposure to latest Trends

Professional Experience

1. Newton School, Senior Manager, Head of Analytics

(Feb 2023 –)

- To Setup the Analytics Function / **Build the Core Analytics Team** / Define KRAs and Focus Areas for the team
- To Improve Business Intelligence & Governance
 - Have Designed the **Data Architecture** and **successfully Built** the Data Layers and Data Pipelines integrating multiple Data Sources in 2 months
 - Successfully Onboarded **Power BI** and Centralised Metrics Reporting across all functions in Power BI Dashboards and advanced Visualisations
- To Build Predictive Capabilities in the Organisation
 - Lead Prioritisation Model
 - A Student Learning Score

Tools Used - Airflow, Airbyte, Debeaver, Excel, MixPanel, Metabase, PowerBI

DB - Postgres, Redshift

Languages - SQL, Python

2. Vedantu, Analytics Manager

(Apr 2020 – Feb 2023)

- Revenue Growth CHARTER:** Growth without compromising on efficiency.
 - VeMA:** Built a marketing **Attribution Framework** that attributes cost and revenue across among all marketing channels.
 - User Journeys:** Based on user interaction with marketing channels, platform engagement of users and with Sales executives, map golden user journeys leading to optimal conversion. Evaluate user journeys based on collections (revenue Metric) and CoCA (efficiency Metric)
 - Market Mix Model:** Create a MMM model on the basis of the Attribution Framework and Golden User Journeys.
Result: Identified that 77% of the cost was generating only 12% of revenue
Action: Budget re-allocation across channels. Stop inefficient channels and redeploy in highly efficient channels and journeys for growth
 - Micro Cohorts:** GCT **Segmentation** Framework (Gender, Category, Tier). Pin code level micro cohorts based on user demographics and user behaviour identified for targeting. These cohorts of geo-pockets could be targeted using digital as well as offline channels

Tools & Skills - Redshift (SQL), Dbeaver, Tableau, Statistics, Analytics Frameworks, ML Algorithms

2. Product Analytics

- a. Revamped platform flows to improve user experience on both app and web, ensured seamless navigation and engagement of users
- b. Conducted experiments and AB testing to understand user behavior and introduce new product features, optimize product flows, driving data-driven decision-making processes

Tools & Skills - Statistics, A/B Testing, User Research, ARD, Amplitude, Mixpanel

3. Business Governance and Business Intelligence: Solving for the problem of accessibility of reliable data for everyone at scale. Solved Via

- a. Single Source of Truth : (Single Metric, Single Definition, Single Standardised Data Source, Single Platform to consume) ; **Tools & Skills** - Jira , Confluence, Stakeholder alignment
- b. Data Architecture: Separate Data Layers for Metrics, Facts and Aggregations to maintain Data Sanity ; **Tools & Skills** - Airflow, Redshift (SQL) , Dbeaver
- c. THEIA: **Data Visualisation Platform** in TABLEAU to cater to everyone in the org. Key Components 1/ Trends (Time View), 2/ Explorer (predefined in-depth analysis), 3/ Geo (space view), 4/ Discovery (self-serviced dataPlatform for non-data savvy individuals to use, lens), 5/ Alert System (data talking to you in case of metric fluctuations) ; **Tools & Skills** - Tableau

3. **eBAY, Senior Business Analyst**

(Apr 2019 – Feb 2020)

Key Result Areas:

1. Acted as an integral part of the Global Trust Analytics Team, catering to all Geographies, ensured data-driven insight and recommendations are provided to stakeholders
2. Worked on the Easy Relisting program to increase listings and conversions, driving platform growth and user satisfaction
3. Conducted impact sizing & cost-benefit analysis for programs in the planning stage (Easy Relist , Postcodes to Postcodes, Stolen of Porch, and others)
4. Explored and Solved Problems related to live Programs and Campaigns, ensuring smooth implementation and operations

Tools & Skills - Teradata (SQL), Tableau, Excel, PowerPoint, RCA Frameworks, Campaigns Analysis

4. **SPI Group (PVR Cinemas), Business Analyst**

(Apr 2017 – Feb 2019)

Projects aimed at optimising and improving the Ad-Sales business of PVR/SPI Cinemas in the Tamil NaduMarket.

- a. Descriptive Analytics: To find relevant patterns (sales pattern, sales mix, seasonality, classification and clustering, revenue, discounts pattern, correlation with other industries, pareto, etc.) in the business
- b. Market Research to understand Customer Journey: To find the gaps in the entire process and solve them for a smoother process

5. **Poly Poultry and Agro Pvt Ltd, Unit Manager**

(Jun 2014 – Jul 2015)

- a. Involved in Planning and Decision Making of the Unit
- b. Responsible for an Efficient Supply Chain and Smooth Delivery to multiple locations
- c. Supervised the overall Operations of a Hatchery

Education

National Institute of Technology, Tiruchirappalli
Masters – Analytics / General MBA
(2015-2017)

Assam Engineering College, Guwahati
B.E. – Electrical Engineering
(2010-2014)