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Profile Summary:

- 07+ years of Experience in **Web & Data Analytics**.
- Expertise in implementing end-to-end Adobe Analytics solutions across both Website & Mobile Apps.
- Knowledge of client's website architecture, business model, and online marketing strategy.
- Knowledge & experience project plan and project roadmap with clear outcomes.
- Synthesized complex analytics-derived insights into easy-to-understand, actionable recommendations for business users.
- Identified, analyzed and interpreted trends or patterns in complex data sets.
- Worked with business intelligence software and various reports to glean insights into trends and Prospects.
- Knowledge & experience with clients via phone, email, and/or in-person-including interaction with Marketers, analysts, web developers, and executives.
- Knowledge & experience multiple client engagements simultaneously.
- Tested data prediction algorithms based on historical data.
- Utilized data visualization tools to effectively communicate business insights.
- Performing Quantitative and Qualitative analysis through Web Analytics data, Session Recordings and on page surveys.

Technical Competencies

Scripting Languages: JS, CSS, and HTML & Python.

Tools:

ADOBE: Adobe Launch, Adobe Analytics, Adobe Experience Platform (AEP), Adobe Experience Cloud, Adobe experience platform debugger, Adobe Target, Work front, CJA, Real-Time CDP, Adobe Experience Manager, Charles Proxy, Adobe Assurance

GOOGLE: Google Analytics, GTM, Looker, Google Ads, Google Search Console.

Project Management & Document Tools: ADO Azure, Jira, Rally, ACT tracker, Smart sheet, Confluence, Figma, MS Office, Google Sheets & docs.

Data Science: ML, SQL, Tableau, Applied Statics.

Certifications:

- Certification in Full Stack Data Science Course
- Training Certification in AEP foundation
- Training Certification in Work-front foundation
- Certification in Python language
- Certification in Machine Learning
- Certification in Advance Math & Statics for Data Science
- Certification in Advance Analytics Frameworks
- Certification in implementation of adobe analytics
- Certification in Google advance analytics
- Certification in Data analysis
- Certification in SQL
- Certification in Tableau

Professional Experience

Infogain: July-2024 to Current

Client Name: Costco Wholesale

Designation: Senior Development Consultant | eCom Strategy, Architecture, Digital & Mobile
Costco Wholesale – Adobe Analytics Mobile App Implementation & Reporting Audit (Web ,Android & iOS)

Project Overview:

As a **Senior Development Consultant**, played a critical role in the successful implementation of Adobe Analytics for Costco Wholesale's Web & mobile app (Android & iOS), focusing on ensuring robust data tracking and accurate reporting for eCommerce strategy and customer engagement insights.

Key Responsibilities:

- **Implemented Adobe RT-CDP** to unify customer data from multiple sources, enabling real-time segmentation and activation for personalized experiences across marketing channels.
- **Designed and configured real-time audience segmentation** using RT-CDP to power dynamic and targeted customer campaigns, improving engagement and ROI.
- **Developed data ingestion workflows** to bring in streaming and batch data from diverse sources (CRM systems, APIs, web, and mobile) into RT-CDP for audience building and activation.
- **Leveraged Identity Service** within Adobe RT-CDP to resolve fragmented identities across channels and deliver a unified customer profile for seamless cross-channel personalization.
- **Activated real-time audiences** across multiple destinations such as advertising platforms, email marketing systems, and on-site personalization tools, enhancing customer targeting strategies.
- **Collaborated with marketing, analytics, and IT teams** to ensure data governance, audience activation workflows, and customer journey alignment within Adobe RT-CDP.
- **Managed data governance and compliance** by applying data usage labels and policies within Adobe RT-CDP to ensure adherence to privacy regulations like GDPR and CCPA.
- **Implemented Adobe Event Forwarding** to send enriched real-time event data to external platforms for activation, measurement, and reporting.
- **Monitored and optimized audience segmentation performance** using Adobe RT-CDP dashboards and reporting tools, ensuring accuracy, scalability, and speed of real-time customer insights.
- **Troubleshoot and validated real-time audience activations** using tools like Adobe Assurance, network monitoring, and API testing to ensure seamless data flow and activation success.
- **Streamlined cross-channel marketing efforts** by integrating Adobe RT-CDP with Adobe Experience Platform and tools like Adobe Target, Adobe Campaign, and external media partners.

Randstad Digital: June-2023 to July-2024
Client Name: CVSHealth.com (Pharmacy & Retail)
Designation: Lead Software Engineer

Project Overview: Implementation, migration as well as reporting support for their adobe analytics as well as Google analytics stack. I was required to work closely with stakeholders/clients to gather requirements & document technical and functional documents. Also to work with the development team & analytics team to get the data layer requirements, context data requirements & implement from scratch as well as fix & optimize all outstanding issues in some of their existing implementations on web.

Key Responsibilities:

- **Designed and implemented Adobe Experience Platform (AEP)** for creating unified customer profiles by ingesting data from multiple sources (CRM, Web, Mobile, and offline data).
- **Developed and configured Real-Time Customer Data Platform (RT-CDP)** solutions to enable real-time segmentation, activation, and personalized customer experiences across digital channels.
- **Led the implementation of Adobe AEP schemas** using XDM (Experience Data Model) to standardize and organize event and profile data for efficient data processing.
- **Managed Data Ingestion Pipelines:** Integrated streaming, batch, and edge data into Adobe AEP using tools such as Adobe Tags, APIs, and Data Prep.
- **Built and activated real-time audiences** using Adobe RT-CDP for targeted campaigns, driving improved personalization and campaign ROI across marketing platforms.
- **Configured and monitored Adobe AEP Event Forwarding** for seamless data activation to external marketing and analytics platforms.
- **Enhanced data governance and compliance** in Adobe AEP through tools such as Labels, Policies, and Consent Management.
- **Collaborated with cross-functional teams** to align customer journeys, ensuring accurate audience segmentation and downstream activation.
- **Utilized Adobe Journey Optimizer** to design end-to-end customer journeys, leveraging real-time insights from AEP.
- **Monitored and optimized data flow and performance** using Adobe Experience Platform's dashboards, ensuring system scalability and data accuracy.
- **Worked extensively with Identity Service** to stitch customer identities across fragmented touchpoints, improving cross-channel analytics.
- **Debugged and validated AEP data events** using tools such as Adobe Assurance, Network logs, and API testing frameworks.

Growth-Natives: (Oct-2022 to May-2023) Lead Consultant

Client Name: (CarMax.com)

Designation: Lead Consultant

Key Role & Responsibilities:

- Analyze the performance of websites and product categories simultaneously.
- Analyze & Design SDR as per KBR & KBD.
- Design product specific Reports and Dashboards.
- Analyze KPI performance and provide Data insights.
- Create specific Alert's creation for conversion metrics for Automation.
- Comparison analysis reports and dashboards.
- Segmented & breakdown data analysis for better insights.
- Prepared advanced level reports and dashboard as per Client requirement.
- Home, PLP & PDP page Debugging & Analysis for product improvement.
- To understand the business requirements for Adobe Analytics implementation, Onboarding websites into Analytics, Launch, and Target.
- Working on Act Tracker tickets related to Adobe launch, Analytics dashboard, reporting, tracking issues.
- Troubleshooting of Tag related Issues and Make Audit/QA Report.
- Maintain all documentation for Adobe launch implementation projects and Support requests.
- Prepare the technical specification instructions based on the approved requirements.

Rados Engineering: (2018 to Oct-2022)

CLIENT NAME: (FNP, Wiley.com, Wegmans.com) => Designation: Senior Software Engineer

CLIENTNAME: (Winni.in, Kenametal.com) => Designation: Software Engineer

- To coordinate with Client counterpart in understanding the business requirements, JS implementation on Adobe Launch to track the scenarios.
- Creating properties, data element, tag rules & dev. environment for initial implementations.
- To identify the bugs rose in Analytics perspective during the production moves and rectify the same.
- Creating custom track variables, conversion variables, custom events, custom reports.
- Advertising analytics performance analysis reports and dashboards
- Provide target activity user cases and performance report.
- Created platform specific reports and dashboards, Platforms- Android, IOS, M-site and Website.
- Use case specific Alert's creation.

ROLES & RESPONSIBILITIES:

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- Analyze & Design SDR as per KBR & KBD.
- Design product specific reports and Dashboards.
- Analyze KPI performance and provide data insights.
- Use case specific Alert's creation.
- Comparison analysis reports and dashboards.
- Segmented data analysis for better insights.
- Prepared advanced level reports and dashboard like- Cohort Analysis Report.
- Creating Tag Rules, Custom Tag Rules, Scope Rules and Custom JavaScript Code.
- To identifying the bugs rose in Analytics
- Creating custom track variables, conversion variables, custom events, custom reports and creating monthly dashboards.

L&T limited: (2013 to 2018) Designation: Data Analyst

Key Role & Responsibilities:

- Delivers automation solutions which help in delivering our projects better.
- Innovate new ideas and provide feature requests.
- Consultation & maintaining the highest level of professionalism.
- To train the additional team members by mentoring and teaching
- Prepare Quality Assurance documents to ensure professional delivery of technical implementations.
- Analyzed transactions to build logical business intelligence model for real-time reporting.

Key Achievements:

- Reporting Dashboard: Designed and implemented a real-time reporting dashboard that provided executives with actionable insights, enhancing data-driven decision-making across the organization.

Education:**15 years of regular Education (10+2+3)**

1. Currently Pursuing **Master's in AI & Data Science** from **Woolf University UK. (2022-2025)** online.
2. **Professional degree: Graduated from The Institution of Engineers (INDIA) in (2014-2017) Evening Classes (Chandigarh).** (<https://www.ieindia.org/webui/iei-Home.aspx>)
3. Diploma in **Mech Engineering. (2010-2013)** from **Hewett polytechnic, Lucknow (U.P.)**
4. **Senior Secondary (Class-11 & 12) (2008-2010)** by **HAL school, Lucknow (U.P.)**
5. **Secondary School Certificate (SSC) (2007-2008)** by **FD school, Lucknow (U.P.)**