K NIKHILESWAR
Digital Analyst

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Summary

Digital Analyst with 2+ years of hands-on expertise in TMS implementation and A/B testing. Proficient in leveraging data-driven insights to propel business growth and enhance user experiences. Skilled in designing and implementing Tag Management solutions and A/B testing.

Professional Experience

BI Engineer, Brillio   (09/02/2021 - Present)

TMS Solution Design and Implementation

- Gathered requirements to comprehensively understand business pain points, enabling targeted solutions.
- Documented key performance indicators and crafted solution design references to align with specific goals.
- Implemented tag management system solutions (Adobe Analytics and Google Analytics) to streamline data tracking and analysis.
- Built intuitive dashboards for visualizing user behaviour data, leading to a 12% improvement in user engagement metrics.

A/B Testing

- Designed and executed A/B tests to compare diverse website variations, pinpointing the most effective user experiences.
- Analysed A/B test results through a data-driven approach, facilitating informed decisions for website design and optimization efforts. leading to a 10% decrease in cart abandonment rates.
- Tools used: Optimizely.

Skills

Adobe Analytics, Google Analytics, Optimizely, Digital Analytics, SQL, Web Analytics, Data Analytics, A/B Testing, Data Visualization, Power BI, Tableau

Education

Bachelor of Engineering	**Pre-University**	**High school**
SIR MVIT (ECE)	FIITJEE	Sri Chaitanya
2021	2017	2015
7.7 GPA	97.5%	9.3 GPA

Certifications

- GA4 IQ Certification
- Advanced level telecom services in BSNL.
- Data Analytics consulting.

Projects/Activities

- Hand gesture control robotic arm using Arduino.
- Courses on Python, Python data structures in Coursera.

Awards/Recognitions

- Received client appreciations and Group/Individual excellence awards from my previous organization.
- Represented under 14 district level cricket team.

Personal Profile

- Date Of Birth: 03/08/2000
- Hobbies: Playing Cricket, Browsing internet, social media.
- Languages: English, Hindi, Telugu.

Soft Skills

Problem Solving • Written and Verbal communication • Collaboration • Time management.

Declaration

Looking for a challenging role, Where I can use my skills and capabilities through sincere dedication for a successful career.

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