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**

SIR MVIT (ECE)  
2021

7.7 GPA

**Pre-University**

FIITJEE

2017

97.5%

**High school**Sri Chaitanya  
2015

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.

**K NIKHILESWAR**