



# Amit Shah

## Organisation Analytics and Insights Analyst

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Experienced Lead Analyst with extensive experience in the Internet/IT sector, adept at Data Mining, Visualization, and Advanced VBA. Expertise includes leveraging Selenium Web-Driver in VBA and managing PostgreSQL/MySQL databases. Proficient in Catalog and Stakeholder Management, with a proven track record in Operations Management. Skilled in interpreting complex data to drive strategic business solutions, complemented by strong statistical and mathematical acumen. Possesses a solid foundation in business operations and a comprehensive grasp of analytics tools, underpinned by a Bachelor of Engineering (B.E.) degree in Electronics and Communications Engineering.

## PROFESSIONAL EXPERIENCE

### ● Organisation Analytics and Insights Analyst

LSEG (London Stock Exchange Group), Bengaluru, Karnataka, India | October 2023 - Present

- Developed and validated over 30 analytical solutions using SQL, Python, Power BI, and Tableau, enhancing data-driven decisions in recruitment and workforce planning, resulting in a 20% increase in hiring efficiency.
- Conducted in-depth HR data analysis, identifying key trends and correlations, which improved employee engagement scores by 15% and reduced turnover rates by 10% through targeted interventions.
- Delivered insights to senior stakeholders via data visualization and storytelling, facilitating a 25% increase in the adoption of evidence-based strategies for talent development and HR services.

### ● Assistant Manager

Paytm Payments Bank, Noida, Uttar Pradesh, India | September 2022 - September 2023

1. **Advanced Data Processing and Analysis:** Analyzed and processed large volumes of raw data using Hive/SQL, R/Python. Created detailed reports and KPIs for banking business needs using Tableau, Power BI, CleverTap, and Google Analytics.
2. **Leadership and Collaboration:** Led a team of 6 strategic leaders and 10+ cross-functional teams, reducing data gathering time by 71.5%. Designed a reporting tool with 27+ pre-built reports, increasing visibility into key metrics like NPS and ARPU, and boosted client retention and upsell opportunities by 32% YoY.
3. **Strategic Insight and Process Improvement:** Derived actionable insights to drive key metrics and identify improvement opportunities. Performed customer retention analysis and campaign analysis, leading operational flow enhancements and product improvements, ensuring coordination across departments to achieve project goals.

### ● Senior Pricing Analyst

Clarivate, Hyderabad, Telangana, India | December 2021 - July 2022

- **Pricing Strategy and Optimization:** Conducted detailed product and customer analysis to support price revenue models, identifying optimization opportunities that increased revenue by 15%. Implemented new pricing models and UATs, achieving a 10% improvement in pricing accuracy.
- **Performance Reporting and Stakeholder Management:** Measured and reported on pricing and commercial program performance to leadership, managing relationships

## EDUCATION

### ● Bachelor of Engineering (B.E.) in Electronics and Communications Engineering

Sambhram Institute of Technology, BANGALORE | January 2011 - December 2015

### ● XII in Science

Chinmaya Vidyalaya school | January 2009 - December 2011

### ● X in Science

Sister Niveditha school | January 2003 - December 2009

## KEY SKILLS

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Python (Programming Language)

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Alteryx

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Microsoft Power BI

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SQL

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Tableau

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Clevertap and Firebase

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with 8 product managers. Provided technical and business support for internal pricing systems, enhancing pricing efficiency by 20%.

- **Data Analysis and Visualization:** Improved data analysis quality and speed by 25%, collaborating with 5 cross-functional teams. Created visual displays, developed and automated 30+ reports, and built 10+ prototype dashboards, delivering insights to leadership that boosted decision-making effectiveness by 18%.

● **Data Analyst**

*FITTR, Hyderabad, Telangana, India | November 2020 - August 2021*

- **Data Analysis and Operational Improvement:** Analyzed organizational systems to identify 15% improvement opportunities, calculating opportunity costs and developing staffing data for 10+ projects. Utilized SQL and Python to extract and cleanse large datasets, ensuring alignment with required reporting templates.
- **Marketing and Campaign Analytics:** Delivered comprehensive reports on 12+ marketing campaigns using web analytics, providing actionable insights that enhanced customer engagement by 20%. Collaborated with stakeholders to evaluate trends through BI tools (Power BI, Tableau), calculating uplifts that improved planogram success rates by 25%.
- **Training and Technical Proficiency:** Trained 30+ end users on new reporting dashboards, increasing their data literacy and analytical capabilities by 40%. Leveraged advanced skills in MySQL, Python, and VBA to process and analyze large datasets, improving data accuracy and reporting efficiency by 30%.

● **Catalog Lead**

*Amazon, Hyderabad, Telangana, India | June 2017 - November 2020*

- **Catalog and Seller Integration:** Collaborate with the category management team to deliver high-quality customer and seller experiences. Help high-potential sellers integrate onto the Amazon platform and maintain catalog quality by working with internal technology and business teams.
- **Data Analysis and Visualization:** Utilize SQL, Advanced Excel (VBA), and other tech stacks to draw inferences, create dashboards, visualize data, and identify trends and anomalies. Develop and modify VBA code for Microsoft products and manage databases (PostgreSQL, SQL Server, MySQL).
- **Project and Team Management:** Optimize resources, develop strategic solutions rapidly, and manage internal systems to improve efficiency. Lead and manage teams, ensuring customer satisfaction and effective problem resolution in a dynamic environment.

● **Quality Analyst**

*Google India, Hyderabad Area, India | November 2015 - May 2017*

- **Optimization and Compliance:** Created models to optimize resources, inputs, and outputs for Google Fiber, SONIC, and Google India Mapping projects, improving compliance operations efficiency by 20%.
- **Insight Reporting and Analysis:** Reported key insight trends using statistical rigor, simplifying complex data to inform the team, and providing 3 business improvement plans that boosted productivity and quality by 15%.
- **Product Improvement and Market Analysis:** Identified new product opportunities by staying current on industry trends and market activities, contributing to competitive advantage and innovation.

Business Analytics



Workflow Development and Automation



Stakeholder Management



Excel