

# Lawrence Veigas

Mumbai, Maharashtra, India

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## Professional Summary

Business analyst with a focus on automating analytics solutions and servicing ground level executives with insights and dashboards to drive a data driven business approach. I'm highly motivated, enthusiastic, a great team player and a quick learner

Looking for an opportunity to work with a team of business analysts to increase my knowledge in the field while also bringing my own unique skills to the table.

Total experience: 5 years | Backend Support: 3 years 6 months | Business Analyst: 1 year 6 months

## Skills

**Topics** – OOP, Data processing, Data visualization, Automation, Google API integration, Web scraping

**Specific Tech** – Google Analytics, Google BigQuery, Spark, MySQL, Tableau, Python, Go

**Domain** – FnB Industry (Retail and Key accounts)

## Work Experience

### Dineout – Times Internet Limited – Business Analyst (Oct'20 – Present)

- Ongoing Google Analytics implementation for company website
  - Ensure event schema covers all analytics requirements
  - Coordinate with tech to add new events for the following sprint
- Use Google BigQuery to analyse user behaviour data on Dineout app
  - Using analytic functions, window functions etc to extract required data
  - Processing the data using regular python scripts as well as PySpark (processing data over several clusters due to the volume of data)
  - Save processed data on Databases or various hadoop clusters for other analytics team to use
- Create tableau dashboards to cascade daily key metrics to senior management while also studying these metrics to identify anomalies and perform RCA
- Use Google APIs with python to connect with various resources like Google sheets, Google Contacts, Drive, etc to ensure a smooth flow of data for analysis
- Automate repetitive data preprocessing tasks through Python to increase bandwidth of analytics team by setting up CRONs on virtual machines
- Notable projects:
  - Daily Sales Report: Identify and create metrics that sales POCs could use to track performance of restaurants mapped to them. These reports are sent through automated emailers built using Python
  - Product Usage Drop: Different products have different usage patterns which makes identifying usage drop and reducing potential churn clients a complex problem. Formulate various metrics and buckets to capture and highlight potential churn clients
- Awarded MVP of the quarter in April'21

## **Dineout – Times Internet Limited – Senior Sales Support Executive (Aug'19 – Sep'20)**

- Collate data for chains and key accounts using Excel Power Query, CRM, Tableau
- Analyze data on a key accounts level and understand trends
- Create presentations & yearly-quarterly-monthly reports
- Notable Projects:
  - KAM Dashboard: A single dashboard where all the necessary data that an account manager needs can be accessed.
  - Festive Season Analysis: Comparative Analysis of locality level restaurant performance between festive and non-festive seasons.
- Achievements:
  - Recognized by senior management and promoted as Business Analyst

## **Zomato Media Pvt Ltd – Sales Support Associate (Jul'18 – Aug'19)**

- Worked with a team of 25-30 sales managers across the globe and provided them with support to get their ad campaigns live, sell services, complete backend tasks, etc.
- Mediate between Sales Managers and in-house stakeholders to ensure a smooth handling of tasks and events
- Prepare weekly, monthly reports to help restaurants as well as the ad sales team to analyze how their campaigns and ads are progressing, identify campaigns that are up for renewals, identify missing payments, etc.
- Create dashboards for different cities to help track sales targets
- Maintain Pan-India dashboards as well as dashboards for international sales team

## **Packt Publishing – Content Development Editor (Jan'17 – May'18)**

- Evaluate content of books to be published and liaise with authors regarding completion of books within a given timeline
- Provide feedback to authors to enable them to write engaging content
- Research to gain knowledge of the most relevant technologies
- Achievements at Packt:
  - Value Badge champion of the month – February 2018
  - Trailblazer award – February 2018
  - Content Development Editor of the month – June 2017
  - Learning and development – May 2017

## **Educational Qualifications**

Qualification	Institute/University	Year
Philosophy	St. Pius X College, Goregaon	2017
BSc.IT	St. Andrews College Bandra - Mumbai University	2014
HSC	St. Rocks College, Borivali - Mumbai University	2011
SSC	St. Francis D'Assisi School, Borivali - Mumbai University	2009

## **Personal Dossier**

Date of Birth: 7<sup>th</sup> May 1994

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**Lawrence Veigas**