DANDU MADHUKAR REDDY

CRO Analyst | Experimentation & User Analytics

PROFESSIONAL SUMMARY

CRO Analyst with hands-on experience in experimentation and conversion optimization for BFSI acquisition funnels at iQuanti. Contributed to the ideation and development of 15+ A/B test hypotheses by analyzing behavioral data across GA4, Adobe Analytics, and Hotjar. Skilled in uncovering user friction and converting insights into actionable, test-ready hypotheses. Strong analytical background with data analytics and frontend development skills supporting technical CRO implementation.

WORK EXPERIENCE

CRO Analyst

IQuanti *(Feb 2025 – Present)*

- Developed experiment ideas by reviewing user journeys, funnel drop-offs, and session recordings using GA4, Adobe Analytics, and Hotjar, helping identify key friction points in BFSI lead-generation flows.
- Shortlisted and prioritized hypotheses using PIE, ICE, and iQuanti's PIEE framework, working closely with senior CRO team members to plan quarterly experimentation roadmaps.
- Handled execution of multiple A/B tests on VWO, ensuring correct setup, regular QA checks, and smooth tracking so that test data remained accurate and reliable.
- Checked test results for statistical validity using conversion rates, confidence intervals, p-values, and Z-scores to ensure decisions were based on meaningful results and not random fluctuations.
- Reviewed underperforming tests during live runs by analyzing traffic quality, user behavior, and segment-wise performance to identify issues such as intent mismatch or uneven traffic splits.
- Shared experiment updates and learnings with clients through bi-weekly reports and presentations, while also documenting insights from inconclusive tests to improve future hypotheses and iterations.

- ***Key Contribution:*** *Identified a critical form abandonment pattern through behavioral analysis and came up with a hypothesis that improved variation performance by 15% in a follow-up test.*

EDUCATION

Bachelor of Technology in Computer Science & Engineering (2020 – 24)
(*Specialization In Data Science*)
Lovely Professional University, Punjab

CONTACT

- Puttaparthi, Andhra Pradesh, India
- tomadhukarreddy@gmail.com
- +91 7670998873
- LinkedIn | GitHub | Portfolio

CORE CRO SKILLS

Experimentation
A/B Testing, Hypothesis Development, Prioritization, Roadmap Planning

Analytics
Funnel Analysis, Qualitative and Quantitative Analysis, Session Recordings, and Heatmaps.

UX Research
User Friction Points, Behavioral Patterns, Competitive Analysis, Best Practices, Journey Mapping

TOOLS & PLATFORMS

CRO Tools
VWO, GA4, Adobe Analytics, Hotjar, GTM, Effective Experiments

Analysis
Excel, Tableau, Power BI

Technical
SQL, Python, React.js, Git