Pranab Samal

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Professional Summary

Results-driven Product Analyst with expertise in data analytics, digital optimization, and cross-functional collaboration. Adept at leveraging Adobe Analytics and other data tools to drive business growth, enhance user experience, and optimize conversion rates. Skilled in A/B testing, data visualization, and strategic decision-making.

Professional Experience

Vodafone Intelligent Solution (VOIS) | MH | Manager - Big Data & Artificial Intelligence | 08/2024 - Present
- Oversaw implementation and maintenance of Adobe Analytics tracking codes.
- Conducted audits to ensure data accuracy and compliance with GDPR & CCPA.
- Developed Adobe Analytics reports with actionable insights for stakeholders.
- Led A/B and multivariate testing for CRO.
- Managed multiple projects and supervised 8 resources.

Victoria's Secret | KA | Product Analyst | 05/2023 - 08/2024
- Led Adobe Analytics implementation and reporting to optimize processes.
- Boosted conversion rates by 18% and improved UX metrics by 26%.
- Developed dashboards to track KPIs and strategic planning.
- Mentored junior analysts on data analysis best practices.

Pluralsight | KA | Product Analyst II | 11/2022 - 05/2023
- Utilized Adobe Analytics to refine pricing strategies, increasing revenue by 15%.
- Designed A/B experiments resulting in a 20% rise in conversion rates.
- Streamlined reporting with SQL & Tableau, reducing manual workload by 8 hours per week.
- Collaborated with product managers for subscriber growth (+8%).

Merkle Sokrati | Senior Data Analyst | 02/2021 - 11/2022
- Managed feature flagging and experimentation using Optimizely Full Stack.
- Led Google Analytics implementation and performance analysis for multiple clients.
- Conducted analytics and web audits, creating KPI and measurement plans.
- Owned dashboards in Google Analytics and Google Data Studio for actionable insights.

Education

SRM University - MBA in Business Analytics | 2025
Trident Academy of Technology - Electronics & Telecommunication Engineering | 02/2021

Skills & Tools

- **Analytics:** Adobe Analytics, Google Analytics, Optimizely, Tealium, Mobile App Analytics

- **Testing:** A/B Testing, Multivariate Testing, CRO

- **Tech:** SQL, Python, Snowflake, Tableau, Jira

- **Compliance:** GDPR, CCPA

- **Soft Skills:** Stakeholder Management, Mentoring, Data Storytelling