

# RAJKKUMAR SHARMMA

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Ahmedabad, Gujarat

## Summary

- Skilled data analyst with more than 5+ years of industry experience in collecting, organizing, interpreting and disseminating various types of statistical figures. Energetic presenter and confident communicator with the ability to circulate information in a way that is clear, efficient and beneficial for end users.
- Bringing forth a proven track record of effectively researching and analyzing business processes and procedures and designing and implementing business solutions.

## Experience

### Market Research Analyst

Hope Research Group • Bangalore (WFH), Karnataka

09/2021 - 07/2023

- Implemented Adobe Target to conduct A/B tests and multivariate tests, resulting in a 15% improvement in conversion rates.
- Utilized Adobe Analytics to analyze user behavior, identify trends, and provide actionable insights to the marketing team.
- Led the implementation of personalized content strategies, increasing user engagement by 20%.
- Fostered collaboration between market research, marketing, and sales teams, ensuring Adobe Analytics findings were aligned with overarching business objectives.
- Led A/B testing efforts, leveraging Adobe Analytics to measure the impact of website and campaign optimizations on conversion rates.
- Designed and implemented advanced dashboards within Adobe Analytics, providing stakeholders with real-time, actionable insights into key market trends, consumer preferences, and campaign performance.
- Created interactive cohort analysis report in Tableau server for the product team with global filters and parameters that help improve monthly retention by 23% for specific target.
- Utilize SQL for querying and extracting relevant data from databases
- Worked as Project Manager with the client name COCO COLA.
- Built data visualization using SQL and Tableau for business KPIs that reduced manual reporting by 9+ Hours.
- Develop and generate reports using SSRS for insightful data presentation.

### Data Analysis

Wild Organic Fooditizer • Ahmedabad (On-Site), Gujarat

02/2019 - 07/2021

- Produced and delivered 100+ BI Dashboard and reports.
- Reviewed and updated marketing, sales, Financial and project management KPIs, working with leadership to meet overall goal of a 5% increase in customer retention.
- Collaborated with cross-functional teams to integrate Adobe Target and Adobe Analytics, ensuring seamless data flow and accurate tracking of key performance indicators.
- Worked with advanced calculations to draw conclusions about data findings.
- Use Alteryx and SSIS to integrate and transform data from various sources for analysis.
- Integrate web analytics data into overall data analysis for a comprehensive view.
- Built data models and maps to generate meaningful insights from customer data. Boosting sales by 12%.
- Analyzed, documented and reported user survey results to improve customer communication process by 18%.

### MIS Executive/Analyst

Finomena • Bangalore (WFH), Karnataka

06/2017 - 01/2019

- Utilize Alteryx and SSIS to integrate and clean customer data from diverse sources, including transaction records, customer interactions, and web analytics.

- Implement data cleaning processes to ensure data accuracy and consistency.
  - Analyze web and Adobe Analytics data to gain insights into customer interactions on the company's digital platforms.
  - Identify key website engagement metrics and optimize the user experience.
  - Integrate data from various sources to create a holistic view of each customer.
  - Develop interactive dashboards using Power BI and QlikView to visualize customer-related KPIs, transaction trends, and user behavior.
  - Use SQL queries to extract and analyze transactional data, identifying patterns and opportunities for personalized customer experiences.
  - Derive insights into customer spending behaviors, transaction history, and preferences.
  - Highlight key customer satisfaction metrics, transactional performance, and areas for improvement.
  - Implement automation processes using Alteryx and SSIS to streamline data workflows.
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## **Skills**

Adobe Target, Adobe Analytics, Google Analytics, Adobe Launch, Web Analytics, Tableau, Power BI, Alteryx, Microsoft Excel, QlikView, SQL, Python, SSRS, SSIS

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## **Education**

### **BA**

Rajasthan University