

# RUSHIKESH RATHOD

## Digital Analyst



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### PROFESSIONAL SUMMARY

Results-driven Digital Analyst with 3+ years of experience in delivering seamless migrations and implementations, optimizing digital performance, and enhancing user experiences. Proficient in Google Analytics 4, Google Tag Manager, Looker Studio, and JavaScript, with a strong focus on data-driven insights and actionable strategies. Skilled in analytics and collaboration within team environments to achieve business objectives effectively.

### EXPERIENCE

#### Associate Consultant/ Software Engineer

Capgemini



Feb 2022 – Ongoing



Airoli, Navi Mumbai

#### Digital Analytics: (Reports and Visualization)

- Conducted comprehensive analyses by integrating cross-channel data from Google Analytics, Adobe Analytics, and offline sources to deliver actionable insights and strategic recommendations, enhancing data-driven decision-making.
- Spearheaded the migration and implementation of Google Analytics 4, including configuring server-side tagging and event tracking. Enhanced data accuracy and improved tracking capabilities to support advanced analytics.
- Executed the deployment of Google Tags (G-Tag) on the website, including comprehensive QA testing to ensure accurate implementation and seamless tracking.
- Proficient in designing and delivering customized, data-driven reports tailored to client requirements using Google Looker Studio (formerly Data Studio) and Google Analytics.
- Utilized problem-solving skills in data reporting, data management and data analysis, resulting in significant cost savings for the company.
- Experienced in working on a Sprint basis in Agile methodologies with Project/Task Management tools (JIRA, Confluence).

#### Software Development: (Generative AI)

- Developed and integrated a chatbot UI with HTML, CSS, and JavaScript, leveraging the GEN-AI Text-Bison model for functionality.

### PROJECTS

#### PROJECT 1

##### Role: Data Analyst/ Web Analyst

- Worked for '**GA4 migration and implementation**' as well as support for client websites using Google Analytics 4, Google Tag Manager.
- Worked for '**Server-side tagging**' on Client websites using Google Tag Manager.
- Validated data accuracy and ensured consistent metrics calculations.
- Consistently updated Excel sheets with insights, maintaining alignment with Agile project methodology.
- Supported the development of **Looker Studio dashboards** to deliver actionable insights.
- Extracted, interpreted, and analyzed data using GCP-Big Query, Power BI, and Looker Studio.

PROJECT 2

Role: Google Tag Developer

- Deployed G-tags on website as part of the GA4 implementation process, improving data accuracy and tracking.
- Conducted thorough QA testing of the **G-tag implementation**, ensuring robust and reliable data collection.
- Collaborated with stakeholders to gather high-level requirements for Google Tag and data layer implementation.
- Performed **debugging and QA testing** of reports to ensure alignment with client requirements.
- Developed centralized deployment documentation in Confluence for both internal and client access.
- Played an active role in project planning activities, including sprint planning, estimations, and sprint reviews.

PROJECT 3

Role: Data Analyst/ Web Analyst

- Implementation of Google Analytics 4 for client employee management website, including configuring client-side tagging and event tracking using Google Tag Manager.
- Enhanced data accuracy and improved tracking capabilities to support advanced analytics.
- Designed **key performance metrics** (sessions, page views, bounce rate, exit rate) to evaluate employees' engagement and Management website performance, enhancing dashboard interactivity for in-depth analysis.
- Assisted in creating **Looker Studio dashboards**, transforming raw data into meaningful visualizations for actionable insights and data-driven reports tailored to client requirements.

TECHNICAL SKILLS

**Languages and Database:** JavaScript, Basic HTML & CSS, SQL

**Reports and Visualization Tools:** Google Analytics, Google Tag Manager, Looker Studio, Adobe Analytics

**Other Skills:** Microsoft Excel, Data Analysis, Data Visualization, Generative AI, Streamlit, PostHog Analytics

CERTIFICATES

Google Analytics Certification [Link](#)

Data Analytics and Visualization - Accenture [Link](#)

Adobe Analytics – Reports and Visualization [Link](#)

EDUCATION

**Bharati Vidyapeeth college of Engineering** 2017 – 2021  Kolhapur, Maharashtra.

Bachelor of Engineering – Mechanical Engineering

LANGUAGES

English

Hindi

Marathi (Native language)