Rushikesh Rathod
Digital Analyst

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PROFESSIONAL SUMMARY

Dedicated and results-driven Digital Analyst with two years of experience in the field, delivering exceptional support and driving successful migrations and implementations. leveraging expertise in Google Analytics 4, Google Tag Manager, Looker Studio, and JavaScript to optimize digital performance and enhance user experiences. Well-developed skills in Analytics and ability to work in a team environment.

EXPERIENCE

Capgemini, Navi Mumbai — *Senior Analyst/ Software Engineer (Reports and Insights)*
February 2022 – PRESENT

Digital Analytics: (Reports and Visualization)

- Conducted in-depth analyses by integrating data from cross channel analytics platforms, including Google Analytics and Adobe Analytics, with offline data to generate actionable insights and strategic recommendations.
- Led the migration and implementation of Google Analytics 4, implemented the server-side tagging, including configuring event tracking, enhancing data accuracy and optimizing data collections.
- Executed the deployment of Google Tags (G-Tag) on the website along with QA testing.
- Performed data collection and data cleaning task to meet the business requirements
- Designed and developed power bi report that presented data in clear and concise manner
- Utilized problem-solving skills in data reporting, data management and data analysis, resulting in significant cost savings for the company.
- Extensive experience with Deployment SQL server writing stored procedure and queries.
- Having knowledge on Git commands for code.
- Experienced in working on a Sprint basis in Agile Mythologies.

Software Development: (Generative AI)

- Integrated the chatbot UI using HTML, CSS, and JavaScript, and built the chatbot using the GEN-AI Text-bison model.

PROJECT 1

- Migrated and implemented Google Analytics 4, ensuring seamless data transition and enhanced tracking capabilities.
- Implemented server-side tagging using Google Tag Manager optimizing data collection and improving site performance.
- **Tech Used**: GA4, GTM, Google Looker Studio, And JavaScript

PROJECT 2

- 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.
- **Tech Used:** Client-side environment, Visual Studio code, GitHub, Jira, Jenkins & JavaScript.

SKILLS

Google Analytics 4

Google Tag Manager

Google Looker Studio

Adobe Analytics

SQL

HTML, CSS & JavaScript

GitHub / Git Bash

Generative AI

Data Analytics

Data Visualization

CERTIFICATES

Google Analytics Certification [Link]

Data Analytics & Visualization - Accenture [Link]

Adobe Analytics- Reports & Visualization [Link]

Oracle Cloud Infrastructure 2024 Generative AI Certified Professional [Link]

EDUCATION

Bharati Vidyapeeth college of Engineering, Kolhapur, Maharashtra - *B.E*
2017 - 2021
Mechanical Engineering.

Dr. D. Y. Patil Polytechnic Kolhapur, Maharashtra - *Diploma*
2015 - 2017
Mechanical Engineering.

LANGUAGES

English

Hindi

Marathi