

Vikram Kumar

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Professional Summary:

Business-driven Senior Data Analyst with 15 years of experience and expertise in influencing C-level strategy through data. Skilled in defining key metrics, performing deep-dive analysis, and providing recommendation to enhance customer experience and drive business growth. Expert in **SQL, Python (Pandas, NumPy) and statistical methods** to solve complex business problems.

Key Achievements:

- **Increased daily order volume by 10-12%** through high demand zone optimization
- **Reduced order cancellation by 8-10%** with root-cause dataset design
- **Improved CSAT by 6% and reduced Ops cost by 10%** through call center performance optimization
- **Accelerated ad-hoc analysis by 40-50%** through LLM-assisted analytics and insight generation
- **Cut report generation time by 30%** using SQL query optimization and job scheduling improvements

Core Strengths:

Leadership: Collaboration with Operation, Finance, Marketing & Sales, C-level Presentations, Team Mentoring

Analytics & Statistical Insights: KPI Design, A/B Testing, Hypothesis Testing, Regression Analysis

Domain Ownership & Strategy: Subscription & Loyalty, Orders, Merchant, Call Centre. Operational Optimization

Data Quality: Source Reconciliations, dbt tests (not-null, unique, recency, accepted values) and daily anomaly checks

Data Capabilities: Daily & Real-time Dashboards, Data Mart & Transformation (**DBT**)

BI Tools: SQL (Redshift, PostgreSQL, **Clickhouse**), Python (Pandas, NumPy), **Tableau, Superset**, Excel (Advanced)

AI & Automation: Reporting Automation, LLM-based Insight Generation, Ad-hoc Query Intelligence

Professional Experience:

ARAM MEEM Ltd (ToYou Delivery Platform) – Senior Data Analyst

Limassol, Cyprus | Sept 2021 – Present

- **Designed and analyzed A/B tests** on subscription and promo strategies, using RFM-based segmentation to tailor offers and measure impact on **contribution margin and order volume** in the tested groups.
- **Defined and executed BI Strategy** converting ad-hoc asks into portfolio of self-service dashboards and data marts used daily by finance, operation and management team.
- **Introduced Clickhouse and Superset in BI for real-time monitoring backbone** and delivered **10+ interactive real-time dashboards** (SQL, Tableau, Superset) - used daily by 100+ operations and CX users for 24/7 KPI monitoring and performance optimization, reducing **issue resolution time by 40%**.
- **Mentored junior analysts** on SQL, dashboards and metric definitions, reviewing their queries and helping standardized logic across reports. Helping to foster a data driven culture and improving team performance.
- **Uncovered Call Center inefficiencies (SQL, Python, Tableau)**– agent performance gaps, load issues, lower shift utilization led to staffing optimization and **6% CSAT improvement**.
- **Conducted churn and retention analysis** identifying high-impact segments – prioritizing fixes that reduced churn and **improved customer retention by 10-12%**.

- **Designed a complex cancellation reason dataset (SQL)** with ownership mapping, reduced cancellation by **10%**, improved customer experience and streamlined merchant compensation flows.
- **Identified and resolved configuration barriers** that boosted daily order volume by **10–12%** without additional marketing spend.
- **Integrated LLMs (ChatGPT, Gemini)** into analytics workflow to insight generation, debug SQL/Python logic, generate hypotheses and **reduced ad-hoc turnaround time by 30-40%**.

Amdocs Ltd – Senior BI Developer

Limassol, Cyprus | Dec 2017 – Aug 2021

Gurgaon, India | Jan 2015 – Dec 2017

- **Led a team of 10 BI analysts and migrated 250+ enterprise reports** to cloud infrastructure improved speed, scalability and governance.
- **Educated business users through Power BI training on self-service reporting, DAX usage, filters and effective visualization** to maximize reporting value.
- **Developed in-house automation tools**, saved man hours and enabled additional projects without extra headcounts.
- **Applied exploratory data analysis (EDA)** on telecom network KPIs, **doubling user throughput** and reducing drop rate from **1% to 0.6%**.

Earlier Experience – Telecom | Network Analytics

Bangalore, India | Sept 2010 – Jan 2015

Certification & Award:

- Microsoft Certified **Power BI Analyst** | **DBT** Certified
- Awarded by Amdocs and Nokia for **innovation in delivery and automation**
- Workshop leader to promote rapid prototyping and enhance work culture across Amdocs Cyprus

Education:

Master's degree (EPGDBM)- Business Statistics

2016-2018

Institution: Symbiosis International University, Pune (India)

Bachelor's degree(B-Tech): Electronics & Telecom

2006-2010

Institution: Kalinga Institute of Industrial Technology, Bhubaneswar (India)