Siddharth Gulati

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EDUCATION

2022 - 2023   **London Business School, London, United Kingdom**
Masters in Analytics and Management (MAM)
Relevant course work: Strategy, Negotiations, Business Strategy Analytics, Decision Analytics, Finance

2016 - 2020   **Bharati Vidyapeeth's College of Engineering (BVCOE), GGSIPU, New Delhi, India**
Bachelor of Technology (B.Tech.) - Electronics and Communication Engineering, First Division

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BUSINESS EXPERIENCE

2020 - 2022   **AIRTEL, Gurugram, India**
India's leading telecom provider with the country's largest data lake and next-gen digital products

2022   **Senior Data Analyst - Product & Growth (3 months)**
- Led a 10-member team for the Airtel App Redesign through focus group sampling, statistical analysis and funnel analyses; Impacted 80Mn Monthly Active Users generating $120Mn+ monthly revenue
- Curated and strategized Tableau dashboards to drive Airtel Ad Analytics; Liaised with 2 VPs and 6 Product Managers to boost customer engagement by 2x using cohort-based user persona analysis
- Accredited as the subject matter expert for Airtel's inhouse strategy analytics setup (3Bn+ daily records)

2021 - 2022   **Data Analyst - Product & Growth (17 months)**
- Managed a 4-person team and coached 2 interns; Established a centralised strategy operations team for industry-standard data collection responsible for 1Bn+ daily rows of actionable data
- Analysed most profitable user journeys to conceptualise, formulate and deploy the roadmap for the Airtel App redesign; Introduced 4 new strategy KPIs adopted by the leadership
- Created a revamped database schema reducing analysis time by 60% with 3x data accuracy, impacting 120+ analysts, 30+ developers and multiple product and growth managers

2020   **Product & Growth Analytics Intern (5 months)**
- Examined top user traction points to optimise app user experience and maximised funnel conversions; Increased engagement by 20% through data-driven insights and product recommendations
- Balanced cross-functional collaboration and process optimisation with Tech and Product teams to fix data issues and streamline data ingestion mechanism, cutting down delivery time by 50%

2019   **AMERICAN EXPRESS, Gurugram, India**
Data Analytics Intern (2 months)
- Reconstructed and automated the Global Banking Infrastructure tracker used in EMEA and India; Reduced account opening execution time by 75% through automation and data validation
- Developed a Bank Fee Tableau dashboard to reduce decision analysis time by 50%; Initiated weekly actionable auto mailers to the leadership and treasury teams

2018   **HCL TECHNOLOGIES, Noida, India**
Web Engineering & SEO Intern (2 month)
- Developed a web interface for UI/UX design and Search Engine Optimisation; Increased user retention on the HCL website by 17%; Improved overall website ranking by 30%
- Deployed project on HCL's content management system; Brainstormed strategic measures to ramp up the website's performance by 25% and introduced multiple KPIs (load time, failure rates, etc.)

ADDITIONAL INFORMATION

International Experience Harvard College Project for Asian & International Relations (HPAIR) 2020 "International Delegate" - Selected as part of 300 students from 90+ countries; Led a 4-member team, landing in the Top 5 out of over 50 teams

Awards Airtel Digital Citizen Highflyer (Top Performer 2022); Airtel Digital Citizen Star Performer (Top Performer 2021)

Leadership Head of Design & Head of Photography (2 Undergraduate College Clubs) - Spearheaded a 12-member team; Organised multiple workshops and photography events to boost student engagement

Interests Photographer, graphic designer and film maker for 14 years with 14,000+ views on a short YouTube movie; Swimmer (school medalist), tennis and badminton player, drummer (Grade 5 - Trinity College London certified)

Volunteering Amoli Trust - Executed online sessions during the Covid pandemic to educate students across 10+ schools about safe and unsafe touch; improved the online presence of the group by 2x through social media

Certifications Tableau Certified Analyst Badge, Data Visualisation with Tableau (Duke university), SAS Programming, SQL (SoloLearn), Strategy Consulting Virtual Experience by BCG (InsideSherpa)

Skills Tech - Tableau, SQL, DBMS, SAS, Clickhouse, Postman, VBA, Figma, Firebase, Airflow, Superset
Analytical - A/B Testing, Statistical Analysis, Dashboarding, Data Crunching, Forecasting