

SUMMARY OF QUALIFICATIONS

- **Experienced Data Analyst:** 7 years in data analytics, merchant marketing, product and funnel analysis, delivering actionable insights.
- **End-to-End Project Management:** Managed projects from objective definition to resource planning, performance monitoring, and senior stakeholder presentations.
- **Cross-Functional Collaboration:** Worked with teams to develop strategies for growth and profitability.
- **Technical Skills:** Proficient in SQL, SAS, Hive, Python (Pandas,PySpark), Tableau, Power BI, Looker, Excel(VLOOKUP, pivot tables, Data Model), Google Sheets, BigQuery, Starburst and other data analytics tools.
- **Data Visualization:** Developed Tableau, Power BI and Looker dashboards and implemented visualization techniques. Generating insights through data storytelling.
- **Platform Migration:** Expertise in migrating from SAS to Python/Hive, utilizing python libraries like Pandas and PySpark for efficient data management and analytics.
- **Research & Analysis:** Screened prospects, developed thought leadership, and identified industry trends and growth opportunities.
- **Data Integrity:** Extracted data from diverse sources, ensuring accuracy and reliability.
- **Mentorship & Training:** Guided junior analysts, developed training programs, and trained new joiners in presentation and coding skills.
- **Ad-Hoc Support:** Responded to ad-hoc data solution requests promptly, maintaining quality and timeliness.
- **Effective Communication:** Delivered accurate data to stakeholders and presented data-driven reports.
- **Continuous Improvement:** Committed to adapting to new technologies and enhancing data analytics capabilities.

SKILLS

Technical Skills:

- **Data Analysis & Management:** Data mining, data cleaning, data visualization, statistical analysis, predictive modelling, KPI monitoring.
- **Data Visualization Tools:** Tableau (Advanced), Excel (Advanced), Looker Studio (Intermediate), Power BI (Intermediate)
- **Database Management:** SQL (Advanced), Hive (Advanced), BigQuery (Advanced), Starburst (Advanced), Cornerstone (American Express Big Data Platform)
- **Programming Languages:** SQL(Advanced), Python (Upper Intermediate), SAS (Upper Intermediate)
- **Python Libraries:** Pandas, PySpark , numpy, matplotlib.pyplot, sklearn
- **Data Analytics Tools:** Jupyter Notebook, Google Colab Notebook
- **Business Intelligence:** Reporting, dashboard creation, Actionable Insights.
- **Artificial Intelligence (AI) :** ChatGPT , Gemini, Meta AI

Soft Skills:

- **Business Acumen**
- **Relationship Building**
- **Time Management**
- **Presentation**
- **Project Management:** End-to-end project management, resource planning, performance monitoring, stakeholder communication
- **Research & Analysis:** Market research, competitive analysis, funnel analysis
- **Technical Support:** Ad-hoc data solution support, automated data engineering pipelines

WORK EXPERIENCE

Senior Campaign Data Analyst

Nov 2024 – Present

Bank Of Montreal • Toronto, Canada

- **Owner of the Next Best Action (NBA)** tool, driving frontline engagement with data-driven client recommendations.
- **Lead Campaign Data Analyst for BMO InvestorLine**, responsible for designing and delivering campaign performance analysis and reporting.
- **Proposed and designed trigger-based** client cross-sell journeys using classification models to identify key digital and account activity signals with high conversion potential; implemented real-time triggers to engage clients at optimal moments, improving conversion rates, profitability, and client satisfaction.
- Executed analysis and targeting for campaigns such as:
BMO Active Trader (BAT): Encouraged adoption of BAT for enhanced trading experience.
Options Campaign: Targeted clients with options-approved accounts to boost trading activity.
Retention Campaign: Identified clients at risk of attrition and offered platform fee waivers to improve retention.
- Delivered actionable insights to key stakeholders, supporting strategic decision-making.

Deputy Manager Analytics

Jun 2023 – Nov 2024

Paytm • Noida, India

- **Managed** a team of **3 Analyst**.
- **Name Match Algorithm: Designed and implemented an algorithm** to match bank account holder names with KYC document names, effectively eliminating the need for outsourced APIs and reducing yearly costs from **CAD ~120,000 to zero**.
- **Lead QC TAT Improvement**: Improved end-to-end lead TAT (% leads within 1 hour) **from 62% in Dec '23 to 93% in Apr '24**, significantly **enhancing response efficiency and customer satisfaction**.
- **Face Match API Optimization**: Transitioned from **CDO to Idfy API**, achieving a **14% improvement in accuracy** and **reducing false positives**, saving **CAD 8,000 per month and CAD 96,000 annually**.
- **Onboarding Lead Drop funnel analysis**: Conducted an in-depth frontend and backend funnel analysis to identify bugs in the onboarding application, leading to an **increase in successful lead closure rates from 47% per month to 63% per month**.
- **Significantly improved push notification delivery rate, elevating it from 60% to 80%**. Accomplished this by implementing real-time reports and identifying drop-offs in notifications based on factors such as device type, customer segmentation, and more.
- **Financial Reporting**: Executed monthly and quarterly financial reporting processes, ensuring accuracy and timeliness in line with organizational standards.
- **Regulatory Reporting**: Supported the preparation and submission of regulatory reports to ensure compliance with financial regulations and internal policies.

Senior Data Analyst

Sep 2022 - Apr 2023

Wingify • New Delhi, India

Tableau frontend with BigQuery backend

- **Incentive Payout Dashboard**: Tableau-based interactive dashboard that provides Sales teams with real-time updates on their monthly, quarterly, and yearly incentives. It enables Sales teams to track their performance and earnings, ultimately improving their productivity and motivation. , resulting in a **20% increase in sales team productivity**.

- **Account-Based Marketing Dashboard:** The Tableau dashboard tracks targeted account performance, campaign effectiveness, and revenue impact. It provides customizable insights for the marketing team to optimize their account-based marketing strategy. The dashboard tracks key platforms such as LinkedIn, Google, Rollworks, and Bing, providing valuable insights for informed decision-making. Leading to a 25% improvement in campaign effectiveness and a 15% increase in revenue from targeted accounts.
- **Revenue Dashboard:** The “Revenue Dashboard” tracks product revenue, customer retention, and product upgrades/downgrades by industry and geography. Visualizations provide insights into revenue trends and customer behaviour, helping businesses optimize their revenue growth strategy. Which helped increase customer retention by 18% and boost product revenue by 22% within a year.

Data Analyst

Jul 2018 - Sep 2022

American Express • Haryana, India

Tableau frontend with Hive/SAS backend

- **Singapore Airline Trends Monitoring Dashboard:** The Singapore Airlines Trends Monitoring Dashboard is a dynamic Tableau-based dashboard that enables Singapore Airlines to gain insights into monthly market trends, competition, pricing trends, customer trends, brand affinity, and share of wallet in the airline industry. The dashboard provides real-time updates on key metrics, allowing for informed decision-making to improve competitiveness and profitability. Resulting in a 15% increase in market share and a 10% boost in profitability within six months and brand affinity.
- **Acquisition Dashboard:** Card member prospect acquisitions dashboard for 25 international markets, allowing the Marketing team to measure campaigns and build new acquisition strategies. It also enables the Finance team to calculate ROI, providing valuable insights for informed decision-making, leading to a 20% increase in campaign effectiveness. Additionally, enables the Finance team to calculate ROI, providing valuable insights for informed decision-making.
- **Sales Dashboard:** A tableau-based interactive tool that enables Sales teams to pitch the right value statements to prospect merchants and manage renegotiations and cancellation threats at scale. The dashboard provides real-time updates on sales performance and helps Sales teams to make informed decisions, ultimately improving sales productivity and revenue. increasing sales productivity by 18% and revenue by 12%.
- **Prospect Acquisition Forecasting** Developed a dashboard focusing on card member forecasted metrics such as New acquired accounts , billings , incremental billings, tufi etc
Tools used: Python: Pyspark & Pandas. Resulting in a 22% increase in forecast accuracy for new accounts and billings.

Business Insights (SAS based)

- **AmEx's Client Services** Delivered 30+ projects related to BI studies, Merchant and Card member marketing, Customer retention and growth opportunities, etc. for clients across different industries including Airlines, Retail, Lodging, etc.

EDUCATION

Masters of Computer Application

Jul 2015 - Jun 2018

National Institute of Technology • Haryana, India

GPA: 9.12

BSc.(Hons.): Computer Science

Jul 2012 - Jun 2015

University of Delhi • New Delhi

GPA: 7.36

AWARDS AND HONOURS

American Express Global Idea Jam

2019

Won the American Express Global Idea Jam and presented the idea to C.P Duggal (Executive Vice President) on how we can use open banking for the benefit of American Express in monitory as well as on the strategic side.