

SUMMARY: Business Analyst with 3 years work experience. Adept at using Analytics tools to unearth insights. Have keen interest in Data Visualisation and telling stories through data.

WORK EXPERIENCE:

Business Analyst, [YourStory](#) (Sep 2020 - June 2021)

- **Lead Analyst for YS Profiles and The CapTable, two product offerings of YourStory**
 - Handled the data pipeline for [The CapTable](#) and [Profiles](#) including instrumentation and reporting of metrics such as DAU, MAU, total revenue and various other metrics for complete product funnel - User Acquisition, Engagement etc. Key insights were reported with the help of Data Studio reports. **[BigQuery, Google Tag Manager]**
 - Worked closely with the Product, Tech and Editorial stakeholders for communicating key insights and data-driven product decisions. **[Data Studio, Redash]**
- **Led Google Ads Data Restructuring**
 - Automated the reporting of impressions, clicks, CTR, revenue on each of the Google Ad slot sizes on YS website. Also, introduced new parameters such as viewability %age, industry type of advertisers, type of deal for a more efficient and insightful information dissemination across the organization including the CXOs. **[Google DFP]**
 - Gained deep insight about how ads run, types of deals, monetization and how DFP platform works.
 - Made a monthly forecaster of ad impressions and clicks per month for planning and revenue calculation. **[Google Sheets]**

Data Analyst, [RentoMojo](#) (Oct 2018 - July 2019)

- Involved with Customer Churn and Retention analysis.
- For category team, created a program in R to view journey of a product-id in single click **[R, PostgreSQL, Excel]**
 - From warehouse to customer between user defined dates, detailing each deployment, repair and idle time.
 - Calculating yield changes w.r.t to product's sourcing cost, it improved the efficiency manifold.
- Learnt and applied Apache Spark to reduce the time of PostgreSQL queries to 1/4th of previous. **[Apache Spark, PostgreSQL]**

Mercer Consulting

- **Senior Actuarial Analyst (Oct 2015 - Apr 2016)** - For client's pension valuation, responsible for calculation of actuarial gain/loss, preparation of reports for on-shore clients. Extensively used Excel and VBA Macros.
 - **Actuarial Analyst (Oct 2014 - Sep 2015)** Cleanse data in prep and data manipulation for pension valuation of Southeast Asia.
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PROJECT WORK:

- [E-Commerce Data Analysis](#): Time series analysis, answered common questions and provided insights. **[Python]**
 - [Starbucks Beverage Analysis](#): Recognized trends and insights regarding the nutritional values of beverages and milk types used. Found the correlations between the nutrients with each other and reasoned them with visualizations. **[R and Tableau]**
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SKILLSET:

- **R** – Data preprocessing, analysis and visualization to unearth trends and insights
 - **Pandas (Python)** – Data cleaning, manipulation and wrangling
 - **SQL** – Perform advanced queries related to joins, subqueries, aggregation and advanced select
 - **Google Tag Manager** – Defining triggers and tags for clickstream data for further analysis in SQL and Google Analytics
 - **MS Excel & Sheets** – Have expert knowledge (with advanced knowledge of charts/graphs/pivot tables/Lookups)
 - **VBA** - Code Excel macros for dashboards and to automate repetitive excel tasks
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PROFESSIONAL QUALIFICATIONS:

- Earned Technology Associate Certification based on MS SQL Server by Microsoft
 - Cleared FRM Exam Part 1 in 2017
 - Cleared 4 Actuarial Science Exams namely CT-1, CT-3, CT-7, CT-9
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ACADEMIC QUALIFICATION:

Class/Degree	Year	Board/ University	Marks secured
Bachelor of Business Economics	2014	University of Delhi	66.4% (1st Division)
Class 12	2011	CBSE	90%
Class 10	2009	CBSE	94.4%