

Tanuja Ambikar

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Profile Summary

Business Analyst with 2.5 years of experience driving end-to-end digital projects for Jio.com. Expertise in requirement gathering, user journey optimization, SQL-based data analysis, and Power BI dashboarding. Successfully delivered 20+ high-impact web pages, improving user engagement by 15% and reducing bounce rates by 12% through data-driven insights. Proficient in collaborating with cross-functional teams to translate business needs into actionable solutions, ensuring seamless project execution and enhanced user experiences.

Technical Skills

- Data Analysis & Visualization: SQL, Power BI, Google Analytics, MS Excel.
- Business Collaboration: Requirement Gathering, User Acceptance Testing (UAT), Azure DevOps, Figma, Scrum, Agile Methodologies.
- Web & SEO: Strapi CMS, SEO Tagging, Bounce Rate Analysis, Google Analytics Tag Implementation.
- Soft Skills: Stakeholder Communication, Analytical Thinking, Cross-Team Coordination, Problem Solving.

Education

Government college of Engineering July 2019 - June 2022

- CGPA: 8.57/10.0
- **Coursework:** Bachelor's degrees in electronics and telecommunications.

Experience

Business Analyst, Jio Platforms Ltd. - Jio.com Projects Dec 2022-Current

- Collaborated with stakeholders to gather requirements for 30+ Jio.com web pages.
- Managed end-to-end launch of high-priority web pages, overseeing ideation, design, UAT, and production deployment, achieving 98% on-time delivery.
- Coordinated with Developers, Web Managers and Designers to streamline builds, environment testing, and release planning, cutting deployment time by 20%.
- Conducted SQL-based funnel analysis on SIM and recharge journeys, identifying drop-off points and improving conversion rates by 10%.
- Developed Power BI dashboards integrated with Google Analytics, tracking KPIs like bounce rate (reduced by 12%), pageviews (increased by 18%), and engagement time (improved by 15%).
- Ensured accurate SEO metadata and Google Analytics tag implementation, reducing tracking errors by 80% and boosting organic traffic by 10%.
- Delivered data-driven insights for post-launch optimization, enhancing user experience and supporting business goals through actionable recommendations.

Projects

End-to-End Webpage Delivery Optimization

- Led the lifecycle of 10+ high-priority web pages, from requirements gathering to production, achieving 100% compliance with business objectives.
- Tools: Figma, Azure DevOps, Strapi CMS
- Skills: Requirement Gathering, UAT, Scrum

Power BI Dashboard for Page Performance

- Built Power BI dashboards using Google Analytics data to monitor bounce rates (reduced by 12%) and engagement KPIs, enabling real-time performance tracking for 15+ web pages.

- Tools Used: Power BI, GA
- Skills: Data Visualization, Reporting

SQL-Based Funnel Analysis

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- Analyzed user drop-off across SIM and recharge journeys using SQL queries and Google Analytics exports, improving conversion rates by 10% through targeted optimizations.
- Tools: SQL, GA
- Skills: Funnel Analysis, User Behavior Insights

SEO/GA Tag Validation Process and Performance management

- Developed a pre-launch checklist for SEO tags and Google Analytics tracking, reducing go-live errors by 80% across 30+ pages.
- Generated post-launch performance reports using Google Analytics and Lighthouse, identifying optimization opportunities that increased page load speed by 15%.
- Tools: GA, Excel, Light House
- Skills: UAT, Adding SEOs, Performance management

Achievement

Spotlight Award – Jio Platforms Ltd.

- Recognized for proactive skill development in business operations and analytics, ensuring 100% timely project delivery and delivering high-quality UAT and data visualization for Jio.com.

Certifications

- SQL, POWER BI, Google Analytics, MS Excel, Business Analytics .