

# SUSHANT KUMAR

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## SUMMARY

Google-certified data analyst with over two years of experience meticulously analyzing B2C and B2B products in the e-commerce and digital payments sectors.

## SKILLS

- **Data Analysis:** Advanced Excel, SQL, Python (Numpy & Pandas), Jupyter Notebook, Power BI, Tableau
- **Product Analysis:** Confluence, Clevertap, Google Analytics, Microsoft Clarity
- **Advance Analytics:** Statistical Analysis, A/B testing, Exploratory Data Analysis, ETL Pipeline

## WORK EXPERIENCE

### Data Analyst

Data & Product, Driffle

Mar 2023 - May 2024

Gurugram, Haryana

- Created critical business dashboards using **Power BI**, enhancing stakeholder decision-making.
- Implemented FBT (Frequently Bought Together) cross-sell feature, elevating **AOV** by **10%**.
- Introduced and managed the Driffle Mystery Box, now accounting for **6%** of daily sales.
- Optimized **SQL** queries for **Amazon Athena**, leading to decreased AWS billing.
- Employed **cluster analysis** using **scikit-learn** and **k-means** for user segmentation.
- Executed language-localized email campaigns, increasing **CTR** by **15%**.
- Deployed **Payment Fraud Alerts**, slashing monthly chargebacks by **20%**.
- Implemented seller price automation, elevating seller interaction by **30%**.

### Business Analyst

Digital Operations, Dotpe

Aug 2022 - Feb 2023

Gurugram, Haryana

- Managed onboarding of over **350+** stores onto Dotpe digital showroom in five months.
- Executed targeted marketing campaigns for Rista POS software, increasing adoption rate by **10%**.
- Optimized **SQL** queries behind **Metabase** dashboards, speeding up refresh load rate by **30%**.
- Implemented coupon retention campaigns, boosting monthly retention by **7%** for top stores.
- Optimized store ticket flow, reducing TAT by **25%** and enhancing service efficiency.

### Engineering Intern

Department of CSE, IIT Hyderabad

Feb 2022 - May 2022

Hyderabad, Telangana

- Implemented **statistical** mathematical functionality using **Python** programming language.
- Utilized **Jupyter Notebook** to markdown all analyses in the document.

## EDUCATION

**Bachelor of Technology**, Electronics & Communication

Gautam Buddha University

2018 - 2022

Uttar Pradesh, India

**Google Data Analytics Professional Certificate**, Coursera

**Microsoft Power BI for Business Intelligence**, Udemy