

PROFESSIONAL SUMMARY

Experienced Analytics and Operations professional with 3.5+ years of success in driving efficiency and strategy. Leveraged analytics to reduce operational costs by 15% and improve process efficiency by 20%. Skilled in data analysis, process optimization, and performance evaluation. Known for translating complex data into actionable insights, leading to a 25% increase in productivity. Seeking to apply expertise in a dynamic role focused on driving impactful results

TECHNICAL SKILLS

**Languages :** Python, SQL (Postgres, SQL Server, MySQL)  
**Others :** Google Sheets, Excel, PowerBI, Root Cause Analysis, A/B Testing, Hypothesis testing, BRD, Stakeholder Management

EXPERIENCE

- Associate Senior Manager** | *Think And Learn Pvt. Ltd.*

July 2022 –April 2024

  - Formulated and executed strategic initiatives leveraging data analytics, resulting in a 15% increase in regional market share within the first year.
  - Successfully transitioned 5 sales campaigns and products from a direct sales model to a WFH approach, achieving a 20% improvement in operational efficiency.
  - Collaborated with cross-functional teams including fin-tech, supply chain, and sales operations to optimize processes and ensure high order confirmation rates, leveraging analytics to drive strategic coordination.
  - Helped different teams work better by giving them the data they needed by automating their needs, which results in nearly 40% reduction in the manual work and saved bandwidth.
- Business Associate (Analytics & Sales Development)** | *Think And Learn Pvt. Ltd.*

Jan 2020 – June 2022

  - Led collaborative initiatives with sales teams, customizing solutions to address their unique requirements, leading to a significant boost in stakeholder satisfaction.
  - Leveraged advanced data analysis techniques utilizing SQL and Power BI to conduct ad-hoc analysis, thereby empowering informed decision-making and contributing to a notable 15% increase in revenue.
  - Wrote and maintained SQL queries to extract data from various sources by understanding the business requirements from the stakeholders.
  - Spearheaded the implementation of predictive analytics models, harnessing data insights to forecast sales trends and optimize resource allocation, resulting in a streamlined sales process and a measurable reduction in operational costs.
  - Initiated and managed cross-functional workshops to enhance data literacy across departments, equipping teams with the skills to interpret and leverage data effectively, leading to improved collaboration and efficiency in decision-making processes.

EDUCATION

DV Analytics	<b>Data Science And Machine Learning</b>   Certification	July 2022
Utkal University	<b>Bachelor Degree</b>   Percentage: 83%	April 2019
BJB Junior College	<b>Intermediate In Science</b>   Percentage: 75%	April 2016

PROJECTS

- Student Engagement Analysis with A/B Testing** | *Think And Learn Pvt. Ltd.*

Nov 2022

  - Implemented A/B testing to compare different engagement strategies, such as personalized notifications, content recommendations, or interactive features.
  - Measured the impact of each strategy on key metrics like time spent on platform, course completion rates, and user satisfaction.
  - A/B tested two versions of a mobile app interface to determine which design leads to higher engagement metrics, resulting in a 15% increase in average session duration with the winning design.
- Customer Segmentation and Lifetime Value Analysis** | *Think And Learn Pvt. Ltd.*

June 2023

  - Segment customers based on demographics, behavior, and purchasing patterns to personalize marketing strategies and improve customer acquisition and retention.
  - Calculated customer lifetime value (CLV) to identify high-value customers and allocate resources effectively to maximize revenue and profitability.
  - Used RFM (Recency, Frequency, Monetary) analysis to segment customers and implement targeted marketing campaigns. As a result, increase in revenue by 20% from high-value customer segments identified through CLV analysis.
- Revenue Retention Forecasting** | *Think And Learn Pvt. Ltd.*

October 2023

  - By scrutinizing past data, I pinpointed patterns influencing student attrition, resulting in tailored interventions and a notable 20% decrease in course dropout rates.
  - I led the development of interactive visualizations and dashboards using Power BI, offering stakeholders user-friendly insights into revenue retention patterns and streamlining data-informed decision-making.