KARTHICKRAJA

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SUMMARY

Data Analyst with 2+ years of startup experience, specializing in data-driven strategies, KPI tracking, and dashboard creation. Key contributor to scaling a fantasy gaming app from 0 to 500,000+ users by leveraging actionable insights.

WORK EXPERIENCE

Genz Gameplays Private Limited (Floc - Gaming)

Data Analyst   03/2023 - Present

- Analyzed large datasets using SQL and Python to identify trends in player engagement, game performance, and user behavior. Delivered actionable insights that led to a 20% increase in player engagement by optimizing key game features.
- Designed and maintained interactive dashboards using Metabase and Mixpanel, providing real-time visibility into critical user metrics such as engagement, and retention. These dashboards enabled stakeholders to make informed, data-driven decisions quickly.
- Performed root cause analyses to identify user drop-offs and behavioural pain points. Recommended targeted improvements, resulting in a 15% increase in paid conversions and a more optimized user experience.
- Regularly presented data-driven insights to stakeholders, demonstrating the impact of product changes on user engagement and revenue. Provided strategic recommendations that guided decision-making, ensuring product features aligned with user behavior trends and business goals.
- Collaborated with the development team to design efficient data structures and implement event tracking for in-game activities. This enhanced gameplay monitoring, enabling more effective product improvements based on real-time user interaction data.

Pure Botanical Care Private Limited (Auravedic)

E-commerce Analyst   02/2021 - 02/2022

- Monitored key performance indicators (KPIs) including conversion rates, average order value, and customer acquisition cost, providing regular reports and insights to inform strategic decision-making.
- Identified user purchasing patterns and product pricing trends, developing appropriate-add-on products to upsell and cross-sell. This strategy resulted in a 10% increase in average order value.
- Collaborated cross-functionally with marketing, product development, and other teams to optimize marketing campaigns, e-commerce strategies, product recommendations, and checkout. These efforts resulted in improved conversion rates and a 5% decrease in cart abandonment.
- Conducted A/B tests and multivariate analyses to evaluate the effectiveness of digital marketing campaigns

PROJECT

End-to-End Business Metric Dashboard

- Designed and implemented a comprehensive business and product metrics dashboard, providing real-time insights into product performance and key business metrics, enabling stakeholders and cross-functional teams to monitor KPIs efficiently.

Predictive Model of YouTuber Video Posting Patterns

- Predictive Model for Forecasting YouTuber Video Posting Patterns
- Developed a predictive model to forecast YouTubers video posting patterns, optimizing gameplay features for a real-money fantasy gaming app. The model increased user engagement rate by 10%.

Automated Data Pipeline and Visualization for Agricultural Price Analysis ↗

- Developed an ETL pipeline to automate the extraction, transformation, and loading of daily Indian small cardamom prices. Utilized **Python** to scrape data from the Indian Spices Board website, then transformed and stored the data in **Google BigQuery** for efficient analysis. Created **visualizations in Looker Studio** to track market trends and support data-driven decision-making.

EDUCATION

Institute of Road And Transport Technology - Erode, Tamil Nadu

Bachelor of Engineering: Mechanical Engineering
07/2016 - 09/2020

SKILLS

- Data Analysis Tools: SQL (MySQL, BigQuery), Python (Pandas, Matplotlib), Excel (Pivot, vlookup)
- Statistical Analysis: Descriptive Statistics, Inferential Statistics, Hypothesis Testing
- Data Visualization Tools: Tableau, Power BI, Metabase, Mixpanel, Looker Studio
- Technical Skills: Data Cleaning, Exploratory Data Analysis (EDA), Data Collection via APIs

CERTIFICATE

Post-Graduation in Data Analytics from Imarticus Learning
Python, SQL, Data Analytics, Power BI ,Tableau