Abhishek Kumar

Product Analyst

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PROFILE

Results-driven Analytics Professional with **2+ years of experience** in product analytics, business intelligence, and data automation across e-commerce and fintech. Proficient in SQL, Python, Tableau, and Looker with expertise in **building dashboards**, **funnel analysis**, **root cause analysis (RCA), and user segmentation**. Demonstrated success in improving conversion rates, optimizing inventory, **automating reporting** pipelines, and driving metric-driven decision-making. Strong background in stakeholder management, metric design, and cross-functional collaboration with product, engineering, and operations teams

EDUCATION

Bachelor of Engineering(Electronics and Communication)   2019 – 2023
Dayananda Sagar College of Engineering, Bangalore

WORK EXPERIENCE

Product Analyst   11/2024 – present
Myntra

- **Reduced stockouts by 20%** via rule-based inventory model across 20K+ styles, **automated** weekly performance tracking.
- **Improved PLP CTR by 15–20%** through data-driven sort logic using product scoring in collaboration with Storefront.
- **Identified 3x conversion gap** via SPU/session simulations; influenced product roadmap and engagement strategy.
- **Validated 2x MoM lift in FWD conversions** following Glitchez assortment expansion, strengthening the case for hero-SKU investment
- **Reduced bounce-offs in FWD Context by identifying key funnel breaks**, enabling targeted fixes in high-traffic apparel subcategories
- **Projected 3x conversion uplift for FWD Context** by realigning SPU distribution and normalizing session mix with platform benchmarks.
- **Built category-specific funnel diagnostics** to identify top-leaking styles (e.g., T-shirts, Jeans), enabling data-driven prioritization for assortment and UX improvements.

Data Analyst   07/2023 – 11/2024
Razorpay Software Private Limited

- **Process Automation:** Designed **Python-based automation tools** to generate banking reports, reducing processing time from **3+ hours to 20 minutes (90% efficiency gain)**.
- **Dashboard Migration & Visualization:** Led migration of 15+ dashboards from **Looker to Tableau**, creating self-serve tools that **reduced ad-hoc requests by 30%**.
- **Metrics Optimization:** Redefined KPIs for the **Card/UPI Optimization Framework**, improving workflow efficiency by **70% and saving ₹25 lakhs annually**.
- **Compliance Automation:** Built a **fuzzy logic solution** in Python for CIN/PAN verification, boosting accuracy **by 30%** and minimizing regulatory errors.

SKILLS

Language: SQL,PostgreSQL,MySQL ,Python, SparkSQL | **Tools:** Airflow, Databricks , Jupyter Notebook, Google sheets , Tableau ,Looker. | **Other:** Stakeholder management,Statistics,Exploratory Data analysis, RCA

PROJECTS

Rule based Model to identify Top selling style
- Developed rules based model which assiging a normalize score and rank styles according with certain threshold.

Card and UPI optimiztion famework
- Revamped metrics and workflows, achieving **70% operational efficiency.**

Robotic Process Automation for Bank Reports
- Saved **50+ hours** monthly by automating report generation.

AWARDS

Most Valuable Player at Razorpay
Recognized for exceptional performance and ownership.