

ANURAG GOPINATH

DATA ANALYST | CRM & RETENTION SPECIALIST | WEBENGAGE

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Growth & Retention Analyst with experience driving user engagement and revenue through lifecycle automation, segmentation, and journey optimization using WebEngage. Skilled in funnel analysis, campaign performance tracking, and conversion optimization. Seeking remote opportunities with fast-growing startups.

AREA OF EXPERTISE

Growth & Retention Analytics | Lifecycle Automation (WebEngage) | Behavioral Segmentation | Funnel Optimization | Retention & Churn Analysis | Campaign Performance Tracking | Revenue & Engagement Optimization

KEY ACHIEVEMENTS

- Built and optimized lifecycle automation to improve retention and engagement.
- Drove growth through segmentation and journey optimization.
- Recovered inactive users through targeted re-engagement.

PROFESSIONAL EXPERIENCE

LiveLaw — Retention Manager

Sept 2025 - Present

- Built lifecycle automation journeys (onboarding, retention, winback) that increased user engagement and repeat usage.
- Created behavior-based and lifecycle segments to drive targeted, high-conversion campaigns.
- Optimized journeys using performance data to improve retention and revenue impact.
- Aligned lifecycle campaigns with user behavior to support business growth.

Concentrix Services India Pvt. Ltd. — Customer Service Advisor

Jul 2024 – Mar 2025

- Delivered high-quality customer support with fast and accurate issue resolution.
- Improved first-contact resolution through clear communication and problem-solving.
- Supported customer satisfaction and service efficiency across daily operations.

Cranes Varsity — Data Analyst Intern

Mar 2024 – Apr 2024

- Cleaned and prepared data for accurate analysis and reporting.
- Built interactive Power BI dashboards for business insights.
- Supported data-driven decision-making through visualization.

McDonald's — Crew Member Trainer

Feb 2023 – Mar 2024

- Trained and mentored new employees to meet performance standards.
- Improved team productivity through process guidance.
- Supported consistent customer experience.

EDUCATION

JAIN (Deemed-to-be University), Bangalore

2021 – 2024

Bachelor of Computer Applications (BCA) — Data Analytics

CKNSGHSS, Kerala

2019 – 2021

Higher Secondary (11th & 12th) — Computer Science

ADDITIONAL INFORMATION

Skills & Tools: WebEngage | Power BI | Excel / Google Sheets | Lifecycle Automation | Funnel Analysis | Campaign Optimization

Languages: English | Hindi | Malayalam