Ashim Shrestha

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SUMMARY

Senior BI & Analytics Analyst | 5+ years fintech, e-commerce, marketing. Design end-to-end analytics solutions: dashboards, forecasting, experimentation, and deployed products. Lead teams and mentor analysts. Comfortable working remotely with international teams.

EXPERIENCE

Extensodata (F1Soft International)   Pulchowk, Lalitpur
Business Insight Analyst - Lead   April 2025 –

- Led a team of 3 analysts in delivering consulting projects, translating client business challenges into data strategies and ensuring on-time delivery of strategic insights to stakeholders.

- Developed a micro-loan eligibility system using SQL and Python to analyse customer transactional behaviour and identify qualified borrowers; deployed as a marketing acquisition tool, improving loan approval rates and driving 20% growth in new customer acquisition.

- Designed hypothesis-driven analyses on borrower behaviour, loan products, and risk dynamics; identified strategic patterns and delivered recommendations with adoption by product and credit teams, improving approval accuracy and default prediction.

Growthzilla   CA, United States
Marketing Analyst   June 2024 – March 2025

- Built customer cohorts using Python (RFM, clustering) and SQL identifying high-value and churn-risk segments; targeted campaigns lifted conversion rate by 18% and reduced customer acquisition cost by 12%.

- Generated insights on customer acquisition and retention that informed marketing strategy; recommendations improved campaign efficiency and contributed to revenue growth.

- Conducted A/B testing and hypothesis-driven analysis on marketing initiatives; validated optimisation opportunities, improving email engagement by 20%.

Daraz Kaymu Pvt. Ltd.   Kathmandu, Nepal
Senior Business Intelligence Analyst   February 2021 – March 2024

- Owned 15+ core dashboards tracking marketplace KPIs (GMV, seller health, logistics, retention) used by 50+ stakeholders across multiple departments, replacing manual spreadsheets and saving 10+ hours/week in reporting.

- Developed time series forecasting models for key marketplace metrics (GMV, new sellers, retention rate), achieving 30% higher forecast accuracy and enabling data-driven target-setting and resource allocation across departments.

- Developed customer and seller segmentation strategy (SQL + Python RFM analysis), identifying high-value and at-risk cohorts; targeted CRM campaigns reduced churn by 50% and achieved 90% MoM retention rate.

- Owned seller acquisition analytics program, achieving 75% MoM seller growth by building risk scoring models, quality prediction, and compliance monitoring dashboards that improved seller quality by 65%.

Impetus Inc.   Lalitpur, Nepal
Jr. Data Engineer   October 2020 – February 2021

- Developed SSIS ETL pipelines integrating multiple data sources (databases, APIs, flat files) into a central warehouse; implemented data cleaning and validation workflows (SQL), ensuring data quality standards for downstream dashboards and analyses.

- Identified and resolved data integrity issues during system migration using SQL validation logic; optimised migration workflows and achieved reliable data transfer with zero data loss, supporting seamless transition to production warehouse.

Delta Creation   Kathmandu, Nepal
Data Analyst   *March 2019 - March 2020*

- Built data collection systems and quality processes for business metrics across various channels, establishing validation standards and improving data reliability.

- Partnered with cross-functional teams to deliver analytics solutions (dashboards, reports), enabling performance measurement and operational optimisation across finance, ops, and marketing.

Janaki Technology Pvt. Ltd. (Khalti and Sparrow SMS)   Lalitpur, Nepal
Digital Marketing Officer   Jan 2017 – Nov 2018

- Established Google Analytics tracking across digital channels (website, social, email); designed and deployed analytical dashboards using Looker (Google Data Studio) to monitor campaign performance, user engagement, and traffic trends.

- Managed 5 social media channels and campaigns for Khalti and Sparrow SMS, driving engagement rate improvements through data-driven content optimisation and audience targeting.

- Optimised website and blog SEO strategy, improving organic search visibility by 10% and increasing organic traffic by 20%, contributing to 5% lead generation uplift.

SKILLS

Technical: Python (Pandas, NumPy, Scikit-learn), SQL (Advanced: CTEs, window functions, optimisation), dbt, Git/GitHub, PySpark, DuckDB, Jupyter

Data & Analytics: BigQuery, Looker, Power BI, Tableau, Microsoft Fabric, Metabase, Databricks, Google Analytics 4, ETL, data modelling (star schema, dimensional design)

Machine Learning & Experimentation: Time series forecasting, Regression, A/B testing, hypothesis testing, segmentation, clustering, feature engineering, churn prediction, credit risk scoring

Domain Expertise: Fintech & credit risk (default prediction, borrower behaviour), E-Commerce (GMV, LTV/CAC, conversion funnels, retention), dashboard design, KPI tracking, cross-functional leadership

EDUCATION

Tribhuvan University   Kathmandu, Nepal

B.Sc. Computer Science and Information Technology   *Graduation Date: 2016*