

Yash Akhouri

9771193763 | New Delhi | b17183@astra.xlri.ac.in



Results-oriented Business Analytics Professional with 6 years driving impactful data strategies across diverse industries. Expertise in CRM, data product management, and customer growth analytics. Proven ability to transform complex data into actionable insights, optimize marketing performance, and lead cross-functional initiatives, resulting in measurable business outcomes. Passionate about data democratization and empowering data-driven decision-making.

SKILLS

Languages: English, Hindi, German

Data Visualization: Tableau, Power BI, Looker

Analytics Platforms: Adobe Analytics, Google Analytics, Adobe Customer Journey Analytics.

Data Science Programming: SAS Enterprise Guide, SAS E-Miner, Python

Database Management: SQL

Statistical Analysis: Hypothesis Testing, A/B Testing

CRM Strategy: Customer Segmentation, Lifecycle Management, Personalization

Product Management: Roadmap Definition, PRD/BRD Creation, Data Product Development

Cloud Technologies: Azure (AZ-900), AWS (Glue, S3)

Leadership & Collaboration: Stakeholder Management, Team Development, Data Literacy Initiatives

CERTIFICATIONS

Analytics: Google Analytics (GA4)

AdTech: AI Powered Google Ads

Cloud Technology: Microsoft Azure Fundamentals (AZ900)

Data Visualization: Tableau 2024.1

Business Analytics: Management Program in Business Analytics

WORK EXPERIENCE

Samsung India – Gurugram

Aug 2021 - Dec 2024

Manager – Big Data & AI Strategy

- Implemented **CRM2.0 strategy** leading a team of 12 Data Scientists and Engineers, enabling hyper-personalized CLM campaigns for Premium Customers, achieving a **1.3x RoAS and US\$200Mn** in revenue.
- Developed unified customer profiles by identifying, consolidating and enriching **110M+ records** into a **Single Customer View** for enhanced **personalization & engagement**.
- Generated **35+ behavioral portraits**, leveraging app usage data for 30M Premium customers, driving **20% higher lift** across D2C campaigns and providing opportunities for Churn Retention and Personalisation.
- Developed **Market Mix Modelling (MMM)** solution using Meta's Robyn algorithm, presented recommendations for **+17% RoI**.
- Conceptualised **Family ID** data product, that **delivered \$70M** in ecosystem and cross-sell revenue, contributing 15% to D2C revenue.
- Collaborated with Legal Counsel to achieve proactive **Data Privacy compliance**, implementing consent across 9+ touchpoints for data protection & designed **1P Consent Management Platform (CMP)**.
- Improved 1P data access by proposing and leading development of **self-service SQL templates** and data democratization workshops in collaboration with HQ Korea and MENA, reducing reporting turnaround time by 50%.
- Achieved 1.4x win-back rates by conducting customer journey analysis and A/B testing of creatives and conversion hooks for churned iOS users.
- Enhanced Samsung SmartClub (Loyalty) program by designing **lifecycle marketing campaigns**, improving customer **retention by 27%** through personalized engagement strategies for a 4M+ member base

- Instituted communication governance, achieving a 1.8x engagement increase and limiting intrusive messaging to customers.
- Improved Paid Digital Marketing ROI by 2x and reduced CAC by 35% by leveraging 3P data partnerships with LifeSight and Eyeota to create targeted segments.

Maruti Suzuki India Ltd. – *New Delhi*

May 2019 – Aug 2021

Deputy Manager – Customer & Marketing Analytics.

- Developed & deployed Lead Scoring model using SAS Enterprise Guide and E-Miner with **2x-4x higher booking conversion rate**.
- Delivered Single View of Customer (SVoC) frameworks integrating data across 7 business units, and building Analytics foundation.
- Led month long in person and virtual Machine Learning adoption workshops for dealer staff at 1500+ dealerships across India, leading to 63% adoption of ML Modules within 2 months of launch.

Axis Bank – *Mumbai*

April 2018 – June 2018

Summer Intern – Business Intelligence Unit

- Delivered Customer Value Score model for 3,00,000+ Accounts based on transactions across 14 financial products helping increase marketing RoI.
- Helped develop scalable Customer Segmentation algorithm for 30,000 Corporate accounts across 5 product categories.

KEY PROJECTS

- **Family ID at Samsung:** Conceptualized the Family ID framework using ML techniques to identify households, enabling advanced customer profiling and generating \$70M in cross-sell revenue.
- **Marketing Analytics Transition:** Led end-to-end transition of Marketing Analytics from external agency to in-house team, enabling seamless cross-functional collaboration across business and engineering teams and cutting costs by 40%.
- **Advanced ML Models at Maruti Suzuki:** Developed multiple Advanced ML Models at Maruti Suzuki like New Car Lead Scoring, Used Car Pricing Engine, Fleet Driver Scoring Module, leading to savings of Rs. 2cr.+.

EDUCATION

XLRI – Xavier School of Management - *Jamshedpur*

- MBA – Marketing & Business Analytics

Manipal Institute of Technology - *Manipal*

- B.E. – Electrical & Electronics Engineering

AWARDS & HONORS

- GoSmart ACE Award winner at Samsung for exceptional performance in Data Integration & Activation
- RAVE Award at Samsung for implementing Product Recommendation Model across D2C platforms
- Nominated for Business Innovation Award at Samsung for delivering the Customer Golden Record project.
- Delivered exceptional performance at Maruti Suzuki, earning the Star Performer recognition.