CHINMAY RAIBAGKAR

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SUMMARY

Results-driven Business Analyst with expertise in leveraging automation, data analytics (Python, Streamlit), and digital marketing to optimize business outcomes for brands like Porter. Proven ability to scale operations, reduce CAC, and deliver actionable insights through custom reporting dashboards and trained GPTs.

Hands on experience of both Meta & Google Ads. Managed different types of campaigns such as Search, Performance Max (Pmax), App Campaigns (UAC), App Engagement Campaigns (UACe), Demand Gen, AAA, Catalogue, Manual Sales, Advantage Plus(A+), etc.

EXPERIENCE   June 2024 - Present

Analyst - Automation & Technology, Aristok Technologies

- Planned & Managed Digital Marketing Campaigns on Meta & Google for well known brands like Porter.
- Scaled Porter's business in of India, along with hyperlocal campaigns. Proven experience in getting incremental customers & CAC reduction for Search, App, Sales, AAA D-Gen etc. campaigns on Google & Meta.
- Conducted data processing and analysis, creating visualizations and delivering actionable insights to support decision-making.
- Developed custom reporting & performance dashboards using Python & Streamlit.
- Trained custom GPTs to generate the insights from the raw data.
- Awards & recognitions: Spotlight of the Month Aug'24, Best Turnaround Story for 4th Qtr. 2024

ADDITIONAL INFORMATION

- **Skills:** Data Analysis, Data Visualization, Market Research, Cost Optimisation, Operational Efficiency and Management, Streamlit, Python (Data Analytics & Visualizations), SQL.
- **Tools:** VS Code, Google Sheets, MS Office tools (Word, Excel, PowerPoint), Looker Studio (Data Studio).

PROJECTS

- **Wireless Controlled Drainage Cleaning Robot (Indian Patent Published) :** Invented a wireless-controlled drainage cleaning robot integrating an ESP32 Camera Module and IoT-enabled web server for real-time video monitoring and remote control. Designed to autonomously navigate pipes, detect blockages, and clear debris via a servo-operated spade, reducing manual labor and enhancing urban drainage efficiency. Achieved cost savings, improved worker safety, and environmental sustainability through automated, precise cleaning mechanisms.
Application No. : 202321068719

- **Digital Marketing Dashboard :** A Reporting & Performance Dashboard that is designed and customised to have the better overview of performance trends, demographics, geographics, etc. more customizations can be done as per the requirement.

  Skills involved : Python-Pandas, Numpy, Plotly, Streamlit, Data-Analytics.
  Link : https://meta-analytics.streamlit.app

EXTRA-CURRICULAR   Jan 2023 - May 2024

President, The Investment Forum

- Re-established & led a college community with around 60 members, which does research and analysis of Stocks, Mutual Funds, Real Estate, Crypto Currency, etc investment instruments.
- Organised various events like 'Fundamental Analysis workshop', 'Technical Analysis Workshop'.

EDUCATION   2021 - 2025

B.Tech in Electronics and Telecommunication Engineering (CGPA : 8.84)
Vishwakarma Institute of Technology, Pune.

CERTIFICATIONS

- Google Digital Marketing and E-commerce
- AI-Powered Modern Marketing
- Introduction to Digital Marketing Fundamentals, by Simplilearn.