

# Manju T

## Data Analyst

**Address** Bangalore, KA 560008

**LinkedIn** <https://www.linkedin.com/in/manju96/>

**Phone** 967 732 8238

**E-mail** tkmanju96@gmail.com

Experienced and detail-oriented Analyst with 6+ years of expertise in building comprehensive data flows for application funnels, user engagement, and operations. Seeking a position to leverage analytical skills for data-driven decision-making and streamlining business processes for optimal results.

## Skills

- SQL (Snowflake, Postgres, Redash, Google BigQuery, Presto/Hive )
- Tableau and Apache Superset(Visualization Tool)
- Excel
- Python (Numpy, Pandas, Matplotlib)
- Appsflyer, Crashlytics, Mixpanel & Clevertap(Analytical & Notification Tool)
- Jira(Task Management) & Confluence (Documentation)

## Work History

**2021-01 - Current**

### Data Analyst

*Byjus, Bangalore*

- Through analysis of operational and performance data (clickstream, Crashlytics, and support calls), I identified bottlenecks, inefficiencies, and areas for improvement. Implementing strategic improvements reduced refund rates from 40% to 25% while ensuring a seamless user experience.
- Through analysis of surveys, sales data, and user behavior, I identified new feature opportunities and customer needs, informing the effective prioritization of the yearly roadmap.
- The introduction of the Studyplan feature, recommending tasks based on user usage, increased stickiness from 50% to 76% and improved user retention by 6%.
- Based on my analysis of customer issues with the NA Product, I identified a technical issue affecting 37% of users and problematic worksheets impacting 30% of users. By addressing worksheet issues, I reduced the overall impact to 7%.
- Successfully resolved logistics issues and coordinated new product launch logistics effectively, ensuring prompt deliveries and minimizing errors.
- Conducted cohort analysis to identify user behavior and actions, implementing strategies to increase intensity and frequency among users.
- Utilized A/B testing to measure impact on product conversion, user engagement, and content engagement, leveraging familiarity with these techniques.
- Designed and maintained Tableau dashboards for monitoring key metrics and experiments, meeting business and marketing requirements.

**2019-04 - 2020-12**

### Product Analyst

*OkCredit, Bangalore*

- Conducted A/B tests with changes in strings, positions, and new features, resulting in improved engagement numbers and validating the effectiveness of the implemented changes.
- I possess a strong understanding of the business domain and user onboarding and behavioral flow. I have successfully defined key performance indicators (KPIs) and tracked metrics related to Net Promoter Score (NPS) and virality.
- Successfully launched and expanded a new product, driving a 3% increase in retention, a 10% rise in settlement rate, and fostering a strong network effect for overall success and growth.
- Utilized data cleaning expertise to standardize event instrumentation, ensuring consistent and accurate collection for effective analysis and actionable insights.
- After conducting a comprehensive analysis of churned users during the lockdown, I successfully executed a personalized campaign focused on merchants, resulting in a 17% recovery of the user base.
- Defined position responsibilities and successfully recruited 8 data analyst and engineer roles. Provided regular guidance to groups of 5 to 10 individuals.

**2016-12 - 2019-04**

## **Data Analyst**

*Voonik - Fashion Ecommerce, Bangalore*

- Developed and managed an end-to-end big data pipeline for clickstream data, including collection, parsing, cleansing, and storage. Implemented data validation processes and performed analysis and visualization of large datasets to derive valuable business insights.
- I implemented table aggregation techniques to expedite analysis and reporting processes, enhancing efficiency and productivity.
- I conducted a competitor benchmarking analysis to identify cost-effective opportunities and potential enhancements for our products.
- Conducted big data analysis on user activities and utilized notification and lifecycle analysis to optimize timing and notification types, resulting in improved conversion rates.
- Performed cohort and retention analysis by cleaning and segmenting data based on various user activities and properties.

## **Education**

---

**2013-06 - 2017-04**

**B.E: EEE**

*Kumaraguru College Of Technology - TN*

## **Accomplishments**

---

- Reaching for the Stars - Byjus
- Outstanding Performer Award - OkCredit

## **Certifications**

---

- Intermediate Python & Data Manipulation and Joining Data with pandas in DataCamp
- Data Science for Business in DataCamp
- Statistics for Business Analytics and Data Science A-Z Udemy