Gautham M

Data Analyst 2

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🔗 https://www.linkedin.com/in/gautham-mahadevan/ 🔗 Portfolio ⦿ Github

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PROFILE

Senior Data Analyst with **5+ years** of experience driving growth and optimization across **Digital Marketing, Quick Commerce, and Banking**. Expert in **SQL, Python, Excel and Tableau** for advanced reporting and visualization. Strategic contributions include **cohort analysis, A/B testing**, and **CleverTap funnel optimization**. Successfully **automated reporting** (saving **30+ hours/week**) and secured **15% MoM revenue growth** through proactive data modeling and insight delivery.

EDUCATION

Anna University   Jul 2018 – Jun 2020
MBA - Marketing and Finance

Paniamalar Engineering College   Jul 2014 – Apr 2018
B.E Mechanical Engineering

PROFESSIONAL EXPERIENCE

Zocket   Aug 2023 – Present
Data Analyst 2

- **Developed and maintained dashboards using Tableau and Streamlit with Python**, providing real-time updates on key performance indicators enabling the generation of daily, weekly, investor, and MIS reports.
- The dashboards enhanced visibility on the KPI metrics and **reduced daily report generation time by more than 3 hours, benefiting 30+ internal and external stakeholders**.
- Audited customer wallet balances to identify discrepancies where spending limits exceeded the amount paid, **preventing potential losses of over $30,000.**
- **Identified and resolved critical issues with the Stripe and Facebook APIs** that were causing duplicate entries and incorrect spending limits, **preventing overspending of more than $2,000**.
- Revamped the existing revenue calculation logic that rectified prior calculation errors, **reducing revenue discrepancies by 15%.**
- Leveraged revenue and retention cohorts to identify potential customers for upselling and cross-selling, **driving a 15% MOM revenue growth.**
- Devised CleverTap funnel dashboards to analyze user behaviour, understand customer pain points and optimize the customer journey, resulting in a **20% improvement in user acquisition and a 4% increase in conversion rate**.

Dunzo   Aug 2022 – Jul 2023

Analyst

- Crafted coupons, banners, and employed A/B testing to measure the effectiveness of the campaigns and found **improvement in the merchant's retention rate by 15% and order volume by 10%**.
- Implemented a logic to calculate total sessions lost due to rain sessions and curfew mode for B2B enabling attribution which helped in improving the task distance, leading to a **5% increase in GM**.
- Designed a data model to daily track and enhance the performance of a Tele-calling team and over 30 sales officers, leading to a **20% boost in productivity.**
- Established dashboards and reports for monitoring more than 20 KPIs, mainly including CR%, SO%, CPT, AOV, GM, EPH, and TPH at various levels of granularity, resulting in a significant **reduction of 12 hours per week spent in manual reporting**.
- Achieved an **80% reduction** in slot time in GCP through the successful completion of a project focused on optimizing queries of Tableau dashboards.
- Strategically Refined **surge pricing** for B2B merchants based on real-time demand and supply, which led to a **10% increase in gross margin.**

HDFC Bank   Aug 2020 – Aug 2022

Risk Investigation Manager

- **Managed risk process** for over 10 different banking products mainly including Retail Assets like PL, AL, TWL, GL, and credit cards following disbursement of loans from low ticket to high ticket size of 50 lakhs.
- Perform highly detailed analysis of fraud transactions by analyzing logs (SMS, Email, OTP, IP), merchant, payment gateway, and historical records for each case, while achieving **100% adherence to the TAT**.
- Exhibited trends, victim's demography, fraud channels, and MO, facilitating the creation of multiple fraud rules and awareness campaigns with cross-functional teams, leading to a **5% reduction in fraud cases and a 20% decrease in response time**.

SKILLS

- SQL
- Clevertap
- Lookerstudio
- Redash
- Metabase

- Tableau
- Excel
- Power BI
- Streamlit

- Python
- A/B Testing
- GitHub
- Zapier