




Himanshu Singh

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 Faridabad, INDIA

WORK EXPERIENCE:

Marketing Data Analyst

KOOVS

10/ 2019 – Present

Gurugram, India

- Presently working for Marketing and Branding team. Helping the team in their efforts in maximizing the results from the budget allotted to enhance the company's business and Brand Image..
- Automation of various reports from scratch which are being created and published manually on a daily basis via API integration and BIG Query.
- Live tracking of Traffic and conversion from multiple Affiliates.
- Analysing behaviour of business from affiliates by framing their Cohorts.
- Tracking Banner performances and results by performing Funnel Analysis.

Data Analyst

OYO

08/ 2017 – 10/2019

Gurugram, India

- Worked for Finance Ops and PnL team. Helping both the teams in their efforts to close the month end numbers and create and implement effective business solutions that can improve the company's business performance and value.
- Handled tremendous volumes of customer data using tools/platforms like PostgreSQL, MySQL, Hive and Python. Performed analyses of the input files to derive data-driven insights and determine trends/errors using R.
- Business Insights Dashboards like revenue, prepaid Tracking.
- Analyzing current and past trends in KPIs including all areas of revenue, Marketing Cost, expenses and capital expenditures.
- Developed financial models and analyses to Recovery strategic initiatives.
- Supporting Senior Management Team and Departments heads with in-depth analysis.
- Automation of daily/weekly/monthly reports through automated mails which helps different teams to keep track of all the reports.
- Developed financial google sheet dashboards which help businesses to keep track of all trending numbers of company.

Product Support Engineer

OYO

02/ 2016 – 07/2017


Gurugram, India

- Analysed the issues of the products which are getting used by different teams.
- Worked productively together with the engineering and customer-support departments and teams.
- Send reports on a weekly basis of productivity and improvements of the products to the Senior Management Team and Departments heads with in-depth analysis and suggestions.


QUALIFICATIONS:

 **B.Tech- Computer Science & Engineering (2010 - 2014)**

Rawal Institution Of Engineering And Technology with 60%

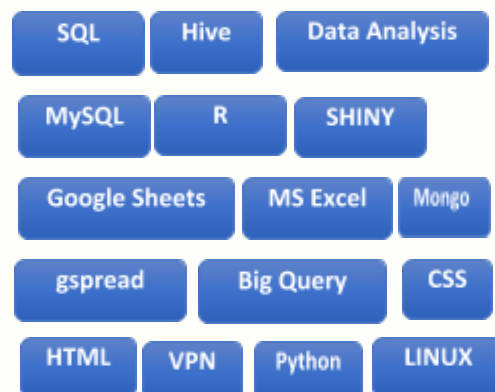
 **Class 12th - Science (2019 - 2010)**

Kendriya Vidyalaya, Faridabad with 73%

 **Class 10th, CBSE (2007 - 2008)**

Kendriya Vidyalaya, Faridabad with 80%

SKILLS:



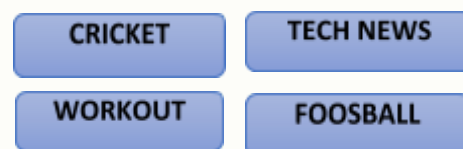
EXTRA CURRICULAR ACTIVITIES:

- Was part of regional School Cricket Team..
- Won bronze in Street Soccer during Graduation.
- Organized Annual Sports Meet 2012 and 2013 During B.Tech.

LANGUAGES:

- ENGLISH
- HINDI


INTERESTS:





PERSONAL DETAILS:

Father's Name	Laxman Singh
Mother's Name	Kavita Devi
Date of Birth	25 August 1992
Nationality	Indian
Gender	Male

PROJECTS:

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Organisation Business Insights
Developed a UI model for Organisation Board Members and other High Authorities in order to ease the pain of checking reports.
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Recovery Trend
The movement and analysis of business recovery due to the various factors of the business.
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Customer Segmentation to Increase Prepaid Business:
This project focuses to drive user for prepaid using different discounts and offers.

I'm a young, energetic, result oriented, and value-driven professional with domain knowledge of SQL, HIVE, MS Excel, and Python Pandas. I believe that my technical, analytical, logical and time management skills can contribute to the symbolic growth of the organization. I am dedicated to my job and I always give my best to provide an excellent work. I am capable of adapting to new technologies easily and quickly

