

Senior Data Analyst

PROFILE SUMMARY

Senior Data Analyst with over 6 years of experience driving data-powered decisions across AI, marketing analytics, and product experimentation. Proven track record in building scalable analytics systems, automating insight generation using LLMs (e.g., ChatGPT), and leading data teams to deliver business impact. Adept at cross-functional collaboration with product, engineering, and marketing to optimize creative performance, A/B testing frameworks, and KPI tracking. Strong expertise in Python, SQL, Tableau, and cloud tools, with a deep focus on actionable storytelling, experimentation, and growth strategy.

WORK EXPERIENCE

**BLKBOX.ai** (*Gaming Advertising Tech*) Jan 2023 - Present

**Lead Data Analyst** (*Apr 2025 - Present*)

- Spearheading AI-driven ad production solutions to accelerate creative generation speed and boost scalability.
- Leading and mentoring a team of data analysts to deliver scalable insights and maintain high analytical standards.
- Collaborating with product, engineering, and marketing teams to align data initiatives with evolving business priorities, experimentation goals, and feature planning.
- Ensuring data accuracy and compliance through robust quality control processes and industry-aligned standards.
- Designing and maintaining dashboards to track KPIs and evaluate marketing effectiveness using Tableau and ReDash.
- Establishing and refining methodologies for creative testing, strategic benchmarking, and campaign diagnostics.

**Data Scientist** (*Jan 2023 - Mar 2025*)

- Built an automated insights system using ChatGPT o1-preview, delivering 10+ country-, 6+ platform-, and asset-specific recommendations. Enabled data-driven creative strategy via integration into a client-facing platform.
- Designed a robust scoring framework for creatives, improving the win rate in A/B testing by over 15%.
- Led AI-driven enhancements across multiple products, resulting in a 30% revenue uplift and major improvements in scalability and delivery time.
- Assembled a comprehensive monthly diagnostic framework, reducing critical issue detection time by 40%.
- Constructed a scalable creative testing model, increasing high-performing asset spend from 55% to 70% and reinforcing a core company product.

**Independent Consultant** (*Real Estate Consulting*) Feb 2020 - Dec 2022

**Real Estate Consultant**

- Advised 50+ HNI clients on residential, commercial, and land investments, delivering data-backed market insights.
- Negotiated 10+ high-value property deals, helping clients maximize ROI.

**Bullmen Realty** (*Real Estate Consulting*) May 2019 - Feb 2020

**Assistant Manager - Sales & Marketing**

- Managed the complete sales cycle from lead generation to deal closure, achieving a 25% increase in quarterly revenue and expanding the client base by 30%.
- Developed and implemented interactive sales presentations, leading to a 40% improvement in customer retention and 20% higher client engagement during meetings.

**PropEquity** (*Real Estate Analytics*) Jun 2018 - May 2019

**Market Research Executive**

- Conducted market research on real estate projects in Delhi-NCR and Bangalore, delivering detailed catchment area reports that informed strategic decisions for 10+ builders and financial institutions.

## SKILLS

- **Programming Languages** - Python, SQL
- **Data Visualization & BI Tools** - Tableau, Power BI, Excel, ReDash, Matplotlib, Seaborn
- **Cloud & Databases** - Azure, GCP, PostgreSQL, MySQL, Microsoft SQL Server
- **Libraries & Frameworks** - Pandas, NumPy, Matplotlib, Seaborn, Scikit-learn, OpenAI (ChatGPT)
- **Analytics & Modeling** - Statistical Analysis, A/B Testing, Hypothesis Testing, Predictive Modeling, KPI & Metric Design, Business Intelligence, Data Storytelling, Time Series Analysis
- **Data Engineering & Automation** - PySpark (Apache Spark for Big Data Processing), Web Scraping, ETL & Data Pipeline Optimization, Data Warehousing
- **Soft Skills** - Problem Solving, Communication, Stakeholder Collaboration, Agile Scrum, Jira

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## KEY PROJECTS | BLKBOX.ai

**AI Ads Production**

Jun 2024

- Optimized video selection for an AI-driven ad creation framework, leveraging deep performance analysis and business insights to reduce manual effort by 90%.
- Formulated rule-based mechanisms to handle edge cases, improve scalability, and enhance ad quality, contributing to \$70K in monthly revenue.

**Creative Scorecard**

Aug 2024

- Developed a 9-element-based ML-driven weighting system to assess and rank creatives, enabling data-driven decision-making.
- Deployed a Multi-Armed Bandit framework to balance exploration and exploitation, improving monthly KPI performance by 30%.

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## EDUCATION

**MBA - Marketing & IT**

2016 - 2018

Maharaja Agrasen Institute of Technology, Delhi, India

**B.Tech - Civil Engineering**

2011 - 2015

PDM College of Engineering, Bahadurgarh, India

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