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**PROFESSIONAL EXPERIENCE****Senior Business Operations Analyst****July 2022 to Present****DISH NETWORK LLC****Denver, Colorado**

- Analyzed customer journeys from various marketing campaigns to web/app enrollment. Utilized Google Analytics and marketing automation platforms to map touchpoints and interactions across the funnel. Identified bottlenecks and optimized key conversion points through targeted campaigns; Achieved 25% increase in web/app enrollments within 3 months.
- Conducted detailed analysis of website traffic and user interactions using Looker studio, focusing on KPIs like page views bounce rates, and session durations. Identified a significant drop in the checkout process. Implemented A/B testing on the checkout page layout and payment options, resulting in a 15% increase in conversion rates and a 10% decrease in cart abandonment.
- Developed and implemented targeted customer acquisition campaigns, specifically tailored for diverse target audiences seeking Black Friday mobile deals. Utilized geographic and behavioral segmentation across email, social media, and content marketing channels. Achieved a 14% increase in customer acquisition rates.
- Evaluated multiple marketing channels, such as email, push notifications, SMS, OTT, and CTV. Identified key performance indicators and leveraged insights to optimize campaigns, resulting in a 4% increase in conversion rates.
- Created interactive reports and dashboards using tableau aimed at monitoring customer churn rate. Identified specific segments of customers exhibiting signs of churn and implemented targeted retention strategies, such as personalized offers and incentives, resulting in 4% improvement in customer retention rates within 6 months.
- Designed an automated ETL solution using python and snowflake to aggregate data from disparate data sources, achieved a 25% decrease in manual workload while enhancing data accuracy and efficiency.

**Data Analyst****January 2019 to June 2021****ACCENTURE SOLUTIONS PRIVATE****Bangalore, India**

- Analyzed data from 20+ different sources, including sales data, customer demographics, and marketing campaign metrics. Cleaned and standardized the data into a unified format, ensuring accuracy and consistency. Generated graphical reports using data visualization tools to visualize key performance indicators and trends, enabling informed decision-making for marketing strategies.
- Monitored and maintained data integrity and reporting consistency across 10+ CRM applications and integrations. Ensured that marketing data from various systems and platforms were accurately captured and integrated to provide a comprehensive view of customer behavior and engagement.
- Utilized Python to create clusters for identifying inactive Healthcare Providers (HCPs) likely to engage with Medical Representatives. Provided actionable insights to the marketing team to optimize outreach efforts resulting in an increase in renewals by 10%.
- Played a key role in driving return on investment (ROI) and enhancing satisfaction among healthcare professionals (HCPs) by actively monitoring and analyzing business performance data using Salesforce solutions. Utilized insights gained from data analysis to inform marketing strategies and optimize resource allocation.

**Associate Analyst****October 2017 to December 2018****ACCENTURE SOLUTIONS PRIVATE****Bangalore, India**

- Implemented enhancements to existing Salesforce Customer Relationship Management (CRM) solutions, resulting in a 14% increase in data collection efficiency. Collaborated with cross-functional teams to identify and address pain points, streamline processes, and improve overall data management practices.
- Identified and resolved 22% of the discrepancies and inconsistencies within HCP demographic data. Collaborated with cross-functional data management teams to rectify issues, resulting in a 20% improvement in data accuracy and reliability for healthcare analytics and reporting purposes.

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**EDUCATION****Master of Science: Information Technology and Analytics****December 2022**

Rutgers, The State University of New Jersey - New Brunswick, NJ

**Bachelor of Engineering: Information Science & Engineering****June 2017**

RNS Institute of Technology - Bangalore, India

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**SKILLS****Programming Languages** - R, Python, SQL.**Statistical Analysis Methods** – Regression Analysis, Hypothesis Testing, Time Series Analysis, Clustering Analysis.**Databases/Data Warehouses** - AWS S3, AWS Redshift, Google Big Query, Snowflake, MySQL, Microsoft SQL Server, Oracle DB, MongoDB**Data Analysis/Visualization Tools** - Tableau, Google Analytics, Adobe Analytics, Power BI, Data bricks, Alteryx, Quicksight, R Studio, Jupyter Notebook, SAS, Looker.**Testing**- User Acceptance Testing, Functional Testing, Integration Testing, Site Acceptance Testing.