

Manan Shah

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EDUCATION

University of Mumbai, Mumbai, India

Bachelor of Engineering in Electronics and Telecommunication Engineering

Aug 2014 – Jun 2018

GPA: 8.52 / 10

EXPERIENCE

Ernst & Young, Bengaluru, India

Senior Consultant

Aug 2023 – Present

- Collaborated closely with the Financial Services client's team to understand their business objectives, digital strategy, and customer journey across web and mobile platforms.
- Led the design, execution, and management of comprehensive digital analytics initiatives, focusing on data collection, interpretation, and actionable recommendations.
- Performed in-depth analysis of website and mobile app metrics, including user engagement, traffic sources, clickstream data, and conversion rates, to identify opportunities for optimization.
- Provided strategic guidance to the client on digital marketing and user engagement strategies, aligning with industry best practices and market trends.
- Led A/B testing and experimentation initiatives to assess the impact of various website and app modifications, ensuring continuous improvement and optimization.

Fractal Analytics, Mumbai, India

Consultant II

Apr 2019 – Aug 2023

- Deciphered the search algorithm of online retailers for a Consumer-Packaged Goods client, identifying key search rank drivers to optimize digital advertisement spends, improve organic search rank, increase conversion rate of the products.
- Led cross-functional teams in the development and execution of revenue management initiatives, ensuring alignment with the business objective
- Developed a media attribution model using Python and Pyspark to calculate the return on investment of digital campaigns, optimize the cost-per-click spends for keywords and products to help clients' digital commerce team enhance their digital marketing strategy.
- Managed a team of 3 members to develop pricing and promotion strategies in the space of Strategic Revenue Management utilizing regression analysis, calculating pricing and promotion elasticities, ROI on promotions, competition brand impact, and sales drivers, resulting in an incremental profit of over \$4 million.

Zycus Infotech, Mumbai, India

Associate Procurement Analyst

Aug 2018 – Apr 2019

- Gathered and translated client business requirements into a data enrichment project focused on spend analysis to enable better sourcing and supplier decisions.
- Collaborated closely with internal technical teams to perform User Acceptance Testing (UAT) on an internal tool, ensuring that the tool met client expectations and was ready for implementation.
- Partnered with cross-functional teams to align business objectives, ensure timely delivery, and drive successful project outcomes.

AWARDS AND HONORS

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|--|-------------------|
| • BEST UPCOMING CONSULTANT – For exceptional team leadership skills | April 2023 |
| • GOOD SAMARITAN award - For assisting multiple clients & teams | Oct 2021 |
| • KAIZEN award - For showing continuous efficiency and successful delivery of project | Jul 2020 |
| • SPOT award - For going above and beyond in the execution of the project | May 2020 |

SKILLS & CERTIFICATIONS

Tools & Technologies: Python, Pyspark, SQL, Microsoft Azure & Databricks, Machine Learning, Microsoft Excel, Microsoft PowerPoint.

Certifications: Azure Certified Pyspark Developer 3.0, Machine Learning, Deep Learning specialization, Time Series & Prediction, Advanced SQL for Business Intelligence.