**Senior Product Analyst @ Target**

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An **IIT graduate** with over **6 years** of experience in data science and analytics. I have an experience of working in Retail,

E-commerce (C2B, B2C) & Healthcare domain. Expert in **SQL, Tableau, Python**, Excel, Statistics and Machine Learning. Mentoring experience of **2 years** and helped **20+** candidates in career guidance

**FIRST LAST**

**Professional Summary**

* **Indian Institute of Technology (BHU), B. Tech and M. Tech (Dual Degree) 2013-2018**

Graduated with a GPA of 8.3/10, ranked 2nd in the course

**Education**

**Senior Product Analyst, Target – Bengaluru, India (Hybrid) Jul’23 – Present**

* Evaluated import shipment performance by constructing a dashboard tracking On-Time Ship metrics across various levels: vendor, division, department, and brand. This initiative resulted in a 10% reduction in lead times and a 7% increase in On-Time Delivery (OTD) rates, thereby enhancing customer satisfaction and reducing inventory holding costs.
* Created a comprehensive dashboard of the Owned Brands' sourcing order lifecycle by merging Commit, Purchase Order, Inspection, and Shipment data. This initiative flags potential order delays and reasons from vendors, enabling visibility into item production milestones and leading to reduced order fulfilment cycle times and enhanced vendor performance.
* Developed a dashboard providing visibility into factory information across different stages, including Negotiations (PCN), Factorial, Inspection, and Shipment. This initiative ensures compliance with regulatory standards, reduces defects, and improves product quality.
* Participated in an Ideation & advanced to the final round by proposing ideas for enhancing the current Vendor Selection

**Senior Product Analyst, OLX Autos - Gurgaon, India (Hybrid) Mar’22 – June’23**

* In the C2B business of OLX autos, handled full ownership from designing, deploying, defining, and monitoring **funnel KPIs** to track performance and give insights for roadmap decisions by building **Tableau/Clever tap Dashboards** for different markets & business verticals; RCAs to identify reasons for unusual metrics drop.
* Implemented **ETL** processes for C2B user data, resulting in a more streamlined & efficient **data pipeline.**
* Reduced avg. inspection time of second handcars **(5%-20%)** and inspectors’ efficiency up to **10%** based on released new/ changed UI features; by collaborating with different teams & crunching data to produce key insights for PMs.
* Reduced the team efforts by **30%** by standardizing the existing process in C2B seller business.
* Improved the dealers’ journey by **(8%-15%)** and leading to additional **2,000 procurement** of cars by creating the survey APIs & analyzing the pain points of customers in selling/buying the cars.
* Conducted various statistical A/B Experiments in different geographies, build hypotheses, and provided recommendations.
* Lead the data tribe by collaborating with different teams globally for alignment on **96 KPIs** of dealer and C2B business.
* Analyzed **Clickstream** data to identify user behavior patterns and optimize user experience for secondhand cars by 10%

**Senior Business Analyst, Axtria - Noida, India Apr'21 – Feb’22**

• Owned end-to-end clients’ deliveries of different reports or ad-hoc analysis for US pharma markets by working with multiple stakeholders; achieving target revenues **($750M)** and increasing new patients by **1.75x**

• Utilized **Google Analytics** to track and identify trends in user engagement & retention, **20%** rise in conversions.

• Volunteered for additional responsibilities, including mentoring new hires and process automation etc.

• Analyzed structured and unstructured data, storyboarded, and presented the analysis to clients

• Assessed the effectiveness and accuracy of new data sources and data-gathering techniques

**Associate, Axtria - Noida, India Apr’19-Mar’21**

• Built and updated dashboards on Tableau to drive actionable insights and self-service for stakeholders

• Built Market Mix models using advanced statistical methods to estimate ROI of promotions

• Reduced the errors to zero by building a well-structured process to ensure data quality and process documentation

• Increased the tasks’ efficiency by **200%** by identifying opportunities for automation of repeated tasks

**Analyst, Axtria - Noida, India Jul’18 – Mar’19**

• Monitored performance of all key growth metrics on a daily/weekly basis and presented to client periodically

• Developed Excel standardized reporting templates, resulting in efficient data collection and processing by **10x**

• Creation and maintenance of business-related documents (SOP, BRD, Checklist, Data Management, etc.)

**Work Experience**

* **Data Analysis Tools & Languages:** SQL, Tableau, Python, Advanced Excel, JIRA, Clever tap, Postgre, Jenkins, Github
* **Specialties:** Data Analytics, Business Intelligence, Reporting, Automation, A/B testing, Hypothesis Building and Validation,

Funnel Optimization, Web Analytics, Market Mix Modelling, Project Management, Documentation, Communication,

Problem-solving, Critical thinking, Logical Reasoning, Decision Making

* **Datasets:** Click stream data, Promotional, Car data, IQVIA/SHS (claims), Healthcare data
* **Course Work:** Machine learning (supervised & unsupervised), Data Mining, Data Visualization, Clustering & Classification,
* Databases, Predictive analytics, Linear/Logistic Regression, Neural Networks, and Statistical Modelling
* **Cloud Platforms:** Teradata, Snowflake, Redshift

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* Built a professional network of **15,000+** followers on LinkedIn and **3,200+** on YouTube, showcasing online presence & industry influence.
* Mentored over **20+ candidates** on Top Mate, Conducted **30+ interview**s, **Top rated (5%) in Data Category**
* Awarded “Bravo” **twice (4 received out of 2,000 associates)** for exemplary contributions across the Decision Science vertical.
* Supported Oncology Brand since inception for commercializing the drug in achieving sales goal of **~$220M** and played a

crucial role in in multiple extensions of the project; **received appreciation from India head and CEO.**

* Ranked **2nd** in the engineering course (B.Tech and MTech); Merit-cum-Means & IBGAA **(Top 1%)** Scholarship holder.
* Honored by Former Coal Minister twice for topping the state boards and being gold medalist for consecutive 4 years.

**Skills**

**FIRST LAST**

**Key Achievements**