

## Babeesh Cherukutty

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### PROFESSIONAL SUMMARY

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Professional with 7 years of experience in Campaign Data Management, Data Analytics, and Process Transformation and Automation in Agile methodology.

- Working as a Lead for Campaign Data Analysis and Execution - SCRUM Master
- Expertise in Post Campaign Data Analysis and Reporting - DOMO (Data Visualization)
- Expertise in Campaign Requirement Review and Segment Modelling
- Transformation & Automation- Coupon/Promotion processes
- JIRA Ticket and Dashboard Management

### AREAS OF EXPERTISE

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|----------------------------------|------------------------|----------------------------|
| ➤ Data Analytics                 | ➤ Data Visualization   | ➤ Jira – Ticket Management |
| ➤ Campaign Analytics & Execution | ➤ Agile – Scrum Master | ➤ Process Automation       |
| ➤ BI Reporting                   | ➤ Data Management      |                            |

### CURRENT ROLES & RESPONSIBILITIES (2013 - 2018)

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#### Senior Analyst Data Quality

- Leading Campaign Analytics & Execution team – Target Loyalty Marketing
- Business requirement review with stake holders
- Define key business metrics for each analytic project in collaboration with leadership
- Review and prioritize project backlog and delivery - JIRA
- Identify and own data latency and data quality issues
- Demonstrate clear understanding of processes and limitations while communicating to internal and external partners
- Keeps the stakeholders regularly apprised of the progress of projects/tasks in a timely manner
- Develop performance and quality control plans for the team to identify improvements
- Coach and share knowledge within the team and help in developing a skilled team
- Completely owns, determines approach and takes decisions to resolve challenges/issues

#### Analyst Data Quality

- Campaign segment modelling and execution
- Post campaign analysis - Analyze results and trends in order to assist in making recommendations and present results to stakeholders.
- Recommend solutions to complex problems involving the extraction of information from the system; understand how the data will be used to deliver an accurate and targeted result
- Work with cross-functional teams to ensure project deliverables fulfill business needs, are on-time, and meet business requirements
- Use data analysis techniques to prepare recommendations and reports for internal and external information requests
- Prioritize and multitask on more than one assignment
- Acquire additional skills/knowledge to drive projects to closure

## **Project - Coupon Redemption Dashboard**

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This dashboard provides a 360 degree view of various coupon promotions and the demographics of customers redeeming the coupons. As a Lead Data Analyst I worked with the Target Brand Marketing managers to understand the business requirements, define the key metrics and development of the project.

### *Technologies:-*

Database - Teradata and HDFS

Tool – Teradata SQL Assistant, Unica Campaign, Hive

Language – SQL, Python

Reporting – DOMO

### *Responsibilities:-*

- Collaborate with leadership, to define business vision, goals and strategies & execution plans
- Define the JIRA stories with the team and the work allocation
- Define the business metrics and data management
- Design, develop and schedule ETL jobs to transfer data between various platforms to create the final dataset
- Design and implement the metrics in DOMO

This project helped the Brand Marketing Managers to understand the best performing coupon categories and divisions which helped them to work more productively with the vendors, also helped to raise additional funds from other potential vendors.

## **Project - Baby Campaign Execution and Performance Analysis**

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Baby Campaign is a recurring campaign executed monthly with 20+ high value offers going to multiple segments. As an Analyst I am responsible for end to end execution of this project starting with pre-count analysis, segment modelling and post campaign performance analysis.

### *Technologies:-*

Database - Teradata and HDFS

Tool – Teradata SQL Assistant, Unica Campaign, Hive

Language – SQL, Hive

Reporting – DOMO

### *Responsibilities:-*

- Business requirement review with stakeholders and create execution plan (JIRA)
- Forecasted count analysis with existing data
- Segment modelling, data quality check and campaign execution
- Post campaign performance analysis – Design the metrics in DOMO

Baby is a signature division for Target with numerous own brands and have good funding for marketing. Since the value of offers is high which increases the complexity and the chance of fraud is high and has to be executed and measured accurately.

## EMPLOYMENT HISTORY

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Senior Analyst Data Quality – Target Corporation, August 2016 – Present (2 Years 1 Month)

Analyst Data Quality – Target Corporation, July 2013 – Jul 2016 (3 Years 1 Month)

Business Analyst – Genpact LLC, September 2011 – Jul 2013 (1 Year 11 Months)

Software Engineer – MEA Services, April 2010 – August 2011 (1 Year 5 Months)

Software Engineer – Bigleap Solutions Pvt Ltd, July 2008 – March 2010 (1 Year 9 Months)

## EDUCATION

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### BTECH ELECTRONICS & COMMUNICATION ENGINEERING

MAHATMA GANDHI UNIVERSITY, KOTTAYAM

2003 –2007, Passed with Second Class (59%)

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|-------------------------|-------------------------|
| ➤ Mathematics           | ➤ Computer Architecture |
| ➤ C Programming         | ➤ Multimedia Systems    |
| ➤ Computer Networks     | ➤ Electronics           |
| ➤ Digital Communication | ➤ Neural Networks       |

## REFERENCES

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1. Manoj KS, Manager Marketing  
Mobile: - +91-98454 59227  
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2. Pavan Palaksha, Marketing Ops Analyst  
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