



Rahul Singh

Web Analytics

B.Tech graduate with excellent problem solving skills and ability to perform well in a team. Passionate about coding and to learn new technical skills.

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EDUCATION

B.Tech(Civil Engineer)

Vel Tech Rangarajan Dr. Sagunthala R&D
Institute of Science and Technology

08/2019 - 07/2023

Higher Secondary

R.N.Y Inter College, Siwan(Bihar)

04/2017 - 03/2019

Secondary

Bihar Public School, Pachaura Mathia Siwan
(Bihar)

04/2015 - 02/2016

CGPA 8.8

Programming

Python, Java, C, C++, Javascript, HTML, CSS

Experience

Wipro Limited — Web Analytics

10/2023 - Present

Bengaluru

Working on these Skills

- Set up and managed web analytics tracking using Adobe Analytics with DTM and Launch, ensuring accurate and meaningful data collection for business insights.
- Led A/B and multivariate (MVT) testing projects using Adobe Target and Google Optimize to improve website performance and user experience.
- Managed analytics projects from start to finish, including gathering requirements, designing solutions, and delivering reports to stakeholders.
- Acted as a go-to person for all things web analytics, helping the organization adopt and benefit from better tracking and reporting practices.
- Worked with tools like Adobe Dynamic Tag Manager (DTM) and Google Tag Manager (GTM) to plan, implement, and manage tracking for websites and apps.
- Collaborated with developers to integrate tracking seamlessly into websites by using HTML and CSS, ensuring all data points were captured properly.
- Trained team members and departments on using web analytics tools effectively, helping them understand the value of data-driven decision-making.

SKILLS

SQL

Python

Java

HTML & CSS

Javascript

React js

Microsoft Office

Power BI

Tableau

Adobe Workspace Dashboards

Tag Management (Adobe Launch, Google Tag Manager)

LANGUAGES

English

Full Professional Proficiency

Hindi

Native or Bilingual Proficiency

INTERESTS

Pets

Singing

Movie

GYM

Hindi Songs