

Ritesh Kumar

Data Analyst at Rusk Media / Data Analyst at HT Media Labs / MBA (Data Science & Finance) / Certified Google Analytics Professional I / Winner UNRAVEL Analytics National Competition

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Knowledge Purview

ETL Pipeline	Python	GA4/GTM	OpenAI/LLM
MySQL/NoSQL	Rest API	Tableau/Data Studio	AWS/BigQuery



Educational

Degree	Institute	%/CGPA	Year
MBA	IIM Sambalpur	62.71%	2018-2020
BE	Birla Institute of Technology, Mesra	6.2/10	2014-2018

Other Certification Courses :

2021: Google Data Analytics Professional Certificate with 91.25% Grade

2020: Python A-Z™: Python For Data Science

2020: Deep Learning A-Z™: Hands-On Artificial Neural Networks

2019: Green Belt in Six Sigma from KPMG

2019: Complete Data Science Bootcamp



Work Experience

Dec'22-May'23

Rusk Media as Data Analyst

Key Result Area

- Instrumented initial KPIs for Rumble App through events set using GTM. Developed retention, LTV cohort, User journey funnels and users engagement on games
- Segmented users on the basis of activity on app which helped in targeted campaigns for users who has highest probability of purchasing from storefront

Highlights:

- Constructed ETL pipeline by pulling data from MySQL and MongoDB databases, Playstore Console, GA etc. through Python script and SQL using cron job as scheduler and BigQuery as data warehouse
- Conceptualized daily reports for Business heads and dashboards for marketing team that helped them optimize campaigns and marketing activities for best results
- Built in house web app using streamlit package to visualize complex metrics like Retention and LTV Funnels

Apr'21-Nov'22

HT Media Labs as Data Analyst

Key Result Area

- Developed dashboards and reports for editors, marketing team and business heads on Looker Studio for 5 HT's products starting from scratch. Two of which became India's largest in its category

Highlights:

- ETL pipeline by using Rest API and Python script to pull data from Zoho and MongoDB and used Big Query as data warehouse
- Developed trending movie/show widget and top search recommendation by pulling data from Google Analytics through GA API and storing it in s3 bucket on incremental basis
- Developed trending keyword metric, author's, language and story performance metrics using Google Analytics events and custom dimensions in a form of daily and weekly reports which are triggered to editors, authors on weekly basis

Sep'20-Apr'21

HDFC Bank Ltd. as Wholesale Credit Risk Manager

Key Result Area

- Reviewed new credit applications(above Rs 10 crore) and assessing the risk involved comprehensively
- Prepared credit appraisal memo, personal discussions and case preparation reports on monthly basis for approval by the senior management

Highlights:

- Reviewed and endorsed credit requirement of 28 clients of Chhattisgarh and Maharashtra with over Rs.360 Cr. loan disbursement



Summer Internship

Apr'19 – Jun'19 BPCL Pvt. Ltd. as Market Analyst Intern

Objective: Study of segmentation and expectation of HSD customer in C&E class of market nearby Patna

- Collected data which were then analyzed to find significant difference in expectations of different segments of consumers by using tools like Tableau and SPSS



Technical Skills

- Programming Language Python, MySQL
- MS Office Suite, Tableau, SPSS, Microsoft Power BI , Data Studio
- Machine Learning and Dee Learning



Academic Achievements

TVS	• Among top 10 candidates out of 3500 applied in TVS Credit E.P.I.C Analytics challenge to build a ML model to reach potential consumers who have propensity to take personal loan	2019
Ethos	• Won 1 st prize out of 980 participants of UNRAVEL national level competition of analytics	2019
Quora	• Featured in the list of most viewed writers in the month of 'October 2018' for CAT aspirants with 2,50,000 unique readers	2018
CAT	• Scored 96.09%ile and managed to crack CAT in two months of preparation by devising a strategy and utilizing time in the most efficient way	2018



Capstone Projects

AI Matchmaking	• Devised ML model to find top 10 profiles for user by taking into account user's hobbies and interest using K- Means Clustering and deployed the model on web app using streamlit	2023
Summary Bot	• Fashioned a Summary Bot using openAI which can be used to get summary of up to 200 MB of text and deployed the model on web using streamlit	2023
AI Sales Agent	• Developed an agent that take up input from user the kind of product they need and accordingly write SQL query and fetch relevant data from database and deployed the model using streamlit package	2023