

## Analytics Leader

*If you torture the data long enough, it will confess.*

*By Ronald Coase, Economist*

## EXPERIENCE

- **Housing.com**

Oct'18- Present

(Senior Manager- Analytics)

Key responsibility includes Team Management, Stakeholder Management and Delivering Projects

- **Swiggy**

Mar'17- Sep'18

(Lead Business Analyst)

Key responsibility includes reporting, Analytics, Leading Projects and mentoring Analysts

- **Healthkart.com**

Jan'15-March'17

(Senior Business Analyst)

Individual contributor, involved in reporting, data extraction, Adhoc analysis, system management and ensuring the complete, smooth and timely data capture with minimal failure and no data loss

- **ZS Associates:**

Oct'13-Jan'15

(Business Analyst) Started my career at ZS and learnt the basics of Data Analytics, involved in aligning and placement/Incentive compensation projects

## RECENT ACHEIVEMENTS

- **Appreciation:** Awarded Best Performer award from the **COO** of Housing.com
- **Spotlight Award** within six Month of joining in Swiggy
- **Appreciation:** Awarded as Rockstar of the Quarter from the **Founder-CEO** of HealthKart

## EDUCATION

B.E. from BIT Mesra in 2013 with 7.13 CGPA

## SOCIAL PROFILE

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## TECHNICAL SKILLS

Tableau,  
Qlikview & QlikSense  
PowerBI,  
Microstrategy

SQL,  
Hive and Presto,  
Python & Google  
Bigquery

Data Warehousing  
and  
Data Modelling

**Other Secondary Skills:** Google Analytics, VBA, R

## AREA OF EXPERTISE

### Analytics/Data Modelling/Managerial

- Managing a team of 6 analyst and multiple stakeholders including CEO, COO, CMO and their team
- Building models around customer segmentation, Customer journey, Loyalty program, cohort analysis, fraud identification, pattern identification, risk mitigation, traffic funnel analysis, Product analytics, Marketing analytics, Exception reporting/alerts etc.

### Data Warehousing

- Designing scalable data warehouse and analytical infrastructure
- ETL from multiple sources, like different databases and Google analytics, Flat files

### Reporting/BI

- Reporting and monitoring key business metrics as well as measuring impact of different business initiatives
- Creation of dashboard/scheduled reports for real time numbers/insight
- AB testing and other Experimentation

## WORK EXPERIENCE

- Streamlining the analytical/reporting structure by designing warehouse, ensuring efficient data flow with no failure in ETL
- **TV Ad Analytics-** Create and Optimize on Ad inventory planning and placement across different Channel/program
- **Recommendation engine** - This enabled SM/ASM to have data driven conversation with partner and create customized growth path for partners
- Return to origin Analysis- Improved the process/algorithm which impacted gross margin by **3.5%** and designed a model around order cancellation which resulted in reduced cancellation % - **9%** against **11.5%**
- Duplicity cleaning using "**Levenshtein distance**", "**TF-IDF and n-grams**"
- Currently working on creating **Supply Health Framework** for Housing.com
- Designed the Loyalty Program to increase customer repeat and maximize gross margin simultaneously
- Created Recommendation engine for the website by analyzing product affinity and customer browsing pattern, used for "**Frequently Bought Together**" and "**Recommended Product for You**" section on the website
- Customer segmentation (**RFM Model**) based on sales and browsing pattern, this was used for **personalization** and to **increase efficiency of marketing channels**
- Data aggregation and Analytics around marketing channel (SEO, SEM, Facebook, Affiliates etc.) and keeping a close track on **conversion, CTR, CPT, CPA** numbers
- Provided analytical support by analytics around **Cohort Analysis**, Cross sell, Upsell, **LTV**, Customer Acquisition, **Product Launch**, app installs/uninstalls, Conversion Funnel, **Banner Performance** etc.
- Worked on Brand profitability project to improve unit economics of the company
- Prepare Business model, UE metrics and monthly/quarterly deck preparation for top management which was used in investors/ board meetings
- Worked on Business Reporting/Audit, Due diligence and providing analytical/reporting support to departments like **Legal, Finance, Product, Marketing, Category, Brands** etc. and working closely with higher management