Rohan Poddar

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Technical Skills

Languages Python, SQL,

Data Platforms Snowflake, Redshift, Databricks, AWS

Visualization Tableau, QuickSight

Machine Learning Regression, Classification, A/B Testing

Statistical Analysis Hypothesis Testing, Segmentation

Experience

Amazon   **Aug 2025 – Present**
Business Intelligence Engineer II

- **Implemented** the global analytics foundation for Amazon Grocery, unifying topline, and operational metrics across *Fresh, Whole Foods & 3P*, improving leadership decision accuracy by 15%.
- Led Grocery Heartbeat — a **GenAI-powered insights platform** enabling non-tech users to query data in natural language and auto-generate viz & insights; reduced manual analysis effort by **60%** across **5+** teams.
- **Led marketing performance analytics** to identify high-impact customer segments & campaign levers, **optimizing media allocation (multi-million $)** & **improving conversion rates by 3%**.
- **Owned pricing analytics charter** to minimize SKU-level price disparity across banners and competitors, improving price consistency, protecting margins, and strengthening customer trust.
- Secured **5th position globally** in Amazon's 2025 Hackathon among **72 teams**, reaching the finals alongside **16 teams**.

Swiggy   **May 2023 – Aug 2025**
Analytics

Manager – Trust & Safety Analyst (Instamart)

- Improved **fraud rule precision** from 75%→**90%**, automating escalations and saving **500+ man-hours/month**.
- Built rule cuts across key categories (E-comm, FnV), cutting false positives by **25%** without CX impact.
- Uncovered **₹1.2 L+ ATO refund abuse**, closed 2FA loopholes, and strengthened identity-fraud defenses.
- Redesigned **NTP user tagging logic**, reducing false tagging by 30% and improving new-user CSAT.

Business Analyst (Food)

- Core team member of *Swiggy Bolt* (10-min delivery); led **supply analytics** to optimize speed and zone readiness.
- Led **growth planning**, improving *Menu-to-Order* conversion by **2% → 1.8K incremental orders/day**.
- Spearheaded GTM strategy for Swiggy Grow, capturing 10% GMV exclusively on Swiggy; generated 15K iOPD.
- Owned availability & unorderable search analytics within RSS team, improving availability by 10%, reducing unorderable search rates by 0.8% & driving 5k iOPD.

KMK Consulting Inc.   **Sep 2021 – May 2023**
Data Analyst

- Built **IC & SFO models** for pharma clients, improving sales efficiency and achieving **10% higher sales**.
- Forecasted **sales and engagement**, aiding quarterly planning & territory design
- Developed **rep performance dashboards** to track engagement and incentive effectiveness.
- Optimized **data pipelines**, reducing query latency by **20%** and reporting time by **30%**.

Lyxel and Flamingo   **Apr 2021 – Sep 2021**
Ecommerce Executive

- Managed **Amazon & Flipkart PPC campaigns**, delivering **14.5% MoM ROI growth**.
- Executed **targeted ad campaigns**, enhancing segmentation accuracy and conversion efficiency.
- Monitored **ad performance & spend**, optimizing bidding and maintaining ROAS within budget.

Achievements & Awards

- **MAD (Made A Difference) Award** – *Swiggy*: Recognized for exceptional business impact & analytics-driven solution.
- **Significant Development Award** – *KMK Consulting*: Honored for building automation frameworks that enhanced reporting efficiency.
- **Values & Behavior Awards** – *KMK Consulting Inc.*
  - *Peak Performance*: For demonstrating outstanding ownership and results delivery.
  - *Personal Accountability*: For driving initiatives independently and exceeding project goals.
- **GATE 2021 (CSE)**: Secured **All India Rank 5307** out of 1.2L+ candidates.

Education

UEM, Jaipur   **Jul 2017– Jun 2021**
B.Tech in Computer Science & Engineering