

Samuel Jebasingh Dhanasingh

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PROFESSIONAL SUMMARY

Results-driven business data analyst with a postgraduate diploma in **Business Analytics** and Project Management and over **4.5 years of experience** across the retail and tech sectors. Proven ability to analyze **product performance**, user behavior, and engagement trends by leveraging advanced SQL, Tableau, Power BI, and Mixpanel. Experienced in collaborating with product teams, UX designers, and engineers to drive product strategy, optimize **feature adoption**, and improve **retention metrics**. Strong grasp of **event tracking**, **A/B testing**, **cohort analysis**, and KPI reporting, combined with proficiency in cloud-based data platforms including Azure SQL and Azure Data Factory. Passionate about data-driven product development and **cross-functional collaboration** to improve customer experience and business outcomes.

WORK EXPERIENCE

Talize

September 2022 – Present

Retail Floor Supervisor

- Conducted in-store **behavioral analytics** by analyzing **transactional** and **customer-level data** via Talize Report Manager, drawing insights into **conversion rates**, **average basket value**, and promotion effectiveness.
- Collaborate with store and corporate teams to design and execute local experiments, including **A/B testing** promotional layouts and pricing strategies, leading to measurable improvements in customer engagement and basket size.
- Analyzed **weekly reports** and dashboards to monitor **user trends**, **retention patterns**, and **high-performing product segments**.
- Track key product KPIs such as conversion rate, **store traffic**, and **feature engagement (discounts, promotions)**, and drive data-backed improvements to **increase product sell-through**.
- Leverage insights from sales data to advise merchandising decisions and streamline inventory placement, contributing to a significant uplift in revenue.
- Serve as the data liaison between floor operations and business leadership to ensure alignment of retail initiatives with broader company objectives.

Retail Floor Team Member / Donation Crew Team Member

- Responded to customer's inquiries about the merchandise and its demands and discounts, assisting customers with purchase decisions and successfully helping improve the sales conversion rate.
- Collected donations from donors, maintained the donation records, and sorted and stacked them properly to make sure they met the store safety standards for processing.
- Trained employees in operations tasks like customer engagement and donation management and equipped trainees in customer service etiquette by protecting the confidentiality of Talize business practices.

Infosys Limited

November 2019 – July 2022

Business Data Analyst | Senior Systems Engineer

- Conducted in-depth product performance analysis for **mobile/web applications**, leveraging SQL and Mixpanel to uncover **user journey patterns**, **funnel drop-offs**, and **feature adoption** trends.
- Created and maintained self-service dashboards in Looker Studio and **Power BI** for cross-functional stakeholders, visualizing KPIs such as **DAU/MAU**, **churn rate**, **retention cohorts**, and **activation rates**.
- Partnered with product managers and UX designers to define tracking specifications for new features and events, ensuring alignment with business goals.
- Developed product experimentation dashboards to track **A/B test outcomes** on user engagement and conversion, directly influencing **product roadmaps**.
- Cleaned, transformed, and unified large datasets from **Azure SQL**, **Mixpanel**, and **internal CRM tools** to generate a centralized **reporting pipeline** for product analytics.
- Utilized **Google Analytics** and **Mixpanel** to monitor web and app interactions, identifying **bottlenecks** in navigation flows and driving iterative improvements.

- Conducted **segmentation analysis** to identify power users and at-risk cohorts, enabling targeted re-engagement campaigns.

Systems Engineer

- Extracted, cleaned, and structured transactional and operational data from multiple sources, **ensuring data accuracy** and usability for business impact analysis and strategic decision-making.
- Supported backend analytics for digital products and artist platforms by aggregating streaming and engagement data from Spotify, Apple Music, and YouTube.
- Migrated legacy business intelligence reports from **MicroStrategy to Tableau** to modernize performance tracking of product usage across platforms.
- Collaborated with marketing and product teams to deliver actionable insights from product usage trends, contributing to a increase in engagement for underperforming features.

PROJECTS

- Talize Business Analysis and Marketing Strategy Proposal – [LinkedIn](#) | [GitHub](#) | [Portfolio](#)
- Talize Donation Center (OSD) Analysis - [GitHub](#)
- SuperStore Sales Analysis - [LinkedIn](#) | [GitHub](#) | [Portfolio](#)
- “The Espresso Room” Coffee Shop Sales Analysis – [LinkedIn](#) | [GitHub](#) | [Portfolio](#)
- Electro Mart Sales Performance Analysis – [LinkedIn](#) | [GitHub](#) | [Portfolio](#)

CERTIFICATIONS

- Certified Associate in Project Management (CAPM)
- Advanced SQL Certification - LinkedIn
- Excel Essential Training (Microsoft 365)
- Google Analytics for Beginner

VOLUNTEERING

Project Management Institute (PMI), Canada Technology Triangle (CTT) - Kitchener

Academic Outreach Manager

June 2023 - Present

- Networking and building strong relationships with students, faculties, and college management and empowering them with knowledge about PMI and its benefits.
- Helping board members to create, update, track, and maintain the student outreach and event data about the outreach with people, which has increased the traceability.
- Conducting student meetups, seminars, training sessions, and networking events by organizing the members and non-members of the PMI's Canada Technology Triangle chapter.

EDUCATION

Conestoga College Institute of Technology and Advanced Learning

Ontario, Canada

Post Graduate Diploma | Major in Business Analytics and Project Management

Anna University

Chennai, India

Bachelor of Engineering | Major in Electrical and Electronics

SKILLS

- **Data Analytics & BI Tools:** Tableau, Power BI, Excel, Microsoft SSRS, MixPanel, MicroStrategy
- **Domain Knowledge:** A/B Testing, Funnel Analysis, Retention Analysis, Feature Adoption, Product Performance Analysis, POS Insights, KPI Reporting, Data Cleaning.
- **Cloud Platforms:** Microsoft Azure (Azure Data Factory, Azure Synapse Analytics), Google Analytics, Salesforce
- **Interpersonal Skills:** Storytelling with Data, Stakeholder communication, KPI Analysis, Problem-solving