



# Shiv Bhanu Singh

## Senior Data Analyst

Motivated and enthusiastic Analytics Professional with a successful track record in delivering impactful insights and showcasing strong analytical skills and problem solving to drive growth in KPIs. I thrive in fast paced data-driven env and ensure timeliness and accuracy.

✉ shivbhanusingh08@gmail.com

📍 Bengaluru, India

🌐 linkedin.com/in/shiv-bhanu-singh

📞 +91-9452961017

📊 public.tableau.com/app/profile/shiv.bhanu.singh

🐙 github.com/shivbhanu

## WORK EXPERIENCE

### Senior Data Analyst

Meesho (ecommerce)

Nov 2021 - Present

Bengaluru, India

- Leading a team of 3 analyst and collaborating with business stakeholders to collectively manage end to end data analytics of user experience.
- Accountable for creating and maintaining operational dashboards on **Metabase** and **Tableau** reflecting KPIs directly impacting user experience.
- Achieved significant improvements in user experience by successfully reducing key metrics :Late Dispatch, Cancellations by **25%** and Last Mile Quality issues by **5%**, in coordination with ops team.
- Conducted multiple **hypothesis testings** to assess the impact and effectiveness of different product initiatives, such as POC vernacular( **2%** increase in retention), NPS communication channel(**10%** increase in fill rate).
- Conducted numerous simulations in **Python** to assess the potential impact of different initiatives before rollout.

### Business Analyst

OLA (mobility)

Apr 2021 - Nov 2021

Bengaluru, India

- Collaborated with the Category team to optimize customer cohorting, discounting, and growth strategy. Managed weekly discount rollout for various categories across India and international markets, ensuring optimal demand metrics.
- Successfully developed monthly plans for bikes, auto, and cabs in coordination with the Business Finance team to ensure targeted YoY growth of **30%**.
- Delivered discounting plans leading to a 12% boost in customer transactions and 8% growth in profitable customer segments in ANZ & London markets.
- Discount rollout execution time slashed from **2 days** to around **3 hours** by streamlining and automating the entire process.

### Data Analyst

Myntra (ecommerce)

July 2019 - Apr 2021

Bengaluru, India

- Part of the Sell-side team accountable for Revenue, Discounting, Visibility and Supply planning and its execution.
- Managed a portfolio of **50+** men's brands, including Tommy Hilfiger, Louis Philippe, U.S. Polo Assn., Blackberrys, and others, with a Daily Run Rate (DRR) of ~80 M.
- Achieved a remarkable **45%** year-on-year **growth** in AOP (Annual Operating Plan) size during FY20, surpassing the annual target by over 120% in terms of value.
- Automated multiple sales and visibility reports using **Python** and built **Tableau** dashboards to generate quick business insights.

## TECHNICAL SKILLS/TOOLS

SQL Advanced Excel Python PySpark Tableau Power BI Metabase Hypothesis Testing Stakeholder Management Data Storytelling Visualisation Customer First

## EDUCATION

### Indian Institute of Technology, (BHU) Varanasi

Bachelors in Technology - Civil Engineering

2015 - 2019

8.63 CGPA

## PERSONAL PROJECTS

### Portfolio Tracking Dashboard (2021)

- Developed a Python-based portfolio tracking dashboard that utilized website API to fetch real-time prices of cryptocurrencies invested in every 2 hours.
- Sent periodic snapshots of the dashboard via email, including historical PnL status.

### Expense Tracker (2023)

- Built a dashboard similar to above which kept track of my daily expenses. Processed unstructured data from email to generate structured data.
- Related info was fetched from transaction mail using **Python**.

## AWARDS AND RECOGNITIONS

### Meesho Hackathon Winner (2023)

*Created No-Code Analytics bot wherein users could simply prompt and get SQL query along with Data and Visualization.*

### Extreme Ownership | 90% Impact 50% Time (2022)

*Provided prompt and precise **problem-solving** expertise for a major issue. Actively engaged in brainstorming sessions, enhancing them with **data-driven insights** to facilitate effective solutions.*

### Great Together | Aim High (2021)

*Received an award for demonstrating exceptional teamwork, **collaboration**, and surpassing BU sales targets by going above and beyond in preparing and delivering outstanding results.*

## CERTIFICATES

IBM Data Science, Coursera (11/2022 - 02/2023)

Statistical Inference, Coursera (12/2022 - 02/2023)