**Utkarsh Gupta**

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# PROFESSIONAL EXPERIENCE

**LATENTVIEW ANALYTICS SAN FRANCISCO, US**

**Associate Consultant** Jun 2021- Present

* Consulting multiple PMs in prioritizing and planning the production of product features by providing insights into viewers journey on the YouTube platform for the top 8 markets globally
* Performed analysis to understand the pre and post behavior of users when YouTube recently replaced a key button with another button on the mobile home page of the app
* Developing OEC (Overall Evaluation Criteria) for a newly launched YouTube Shopping channel by evaluating and experimenting multiple e-commerce and entertainment metrics together

**SUREIFY SAN JOSE, US**

**Product Analytics Manager (Internship)** Jan 2021- May 2021

* Identified new advanced analytics feature based on in-depth market research and defined product vision, product requirement, roadmap, user stories, and acceptance criteria for the new feature
* Devised Business Intelligence reporting feature in the product by creating an interactive dashboard, charts, and other data visualization which will help end-users to generate insights on business processes

**THE COCA-COLA COMPANY ATLANTA, US**

**Global Analytics Associate (Internship)** Jun 2020- Oct 2020

* Increased the pipeline analysis efficiency by 84% by building the predictive model using statistical and Machine Learning (ML) methods in R
* Built interactive dashboard for use by multiple stakeholders using Power BI to assess the market share of Coca-Cola in markets affected by COVID-19

**Zaid Khalifa Ltd. MUSCAT, OMAN**

**Business Analyst**  Nov 2016- Mar 2019

* Designed minimum viable product, and secured seed funding of $80,000 from multiple investors
* Developed pricing structure for restaurants commission by negotiating with multiple restaurant owners
* Grew the company from two members and negative cash flow to ten members and positive cash flow within one and a half years of operations

**MU SIGMA BUSINESS SOLUTION BANGALORE, INDIA**

**Trainee Decision Scientist** May 2015– Nov 2016

* Increased the open rate in email marketing from 6% to 8% by conducting exploratory data analysis and data processing to generate customer insights by using SAS, SQL, and Tableau
* Reduced marketing communication by 20% across multiple channels without impacting revenues by modifying CRM marketing strategy

**TECHNICAL TOOLS AND SKILLS**

* **Technical Tools**- JIRA, Python, R, SQL, Excel, PowerPoint, Power BI
* **Business Skills**- Agile Product Management, Product Strategy, Scrum Master, Market Research, Digital Marketing, Competitive Analysis, Customer Segmentation, Consumer insights, A/B testing

# EDUCATION

**UNIVERSITY OF CONNECTICUT (UConn School of Business) HARTFORD, US**

MBA (Business Analytics – *STEM*), *GPA- 3.9* Aug. 2019- May 2021

# BIRLA INSTITUTE OF TECHNOLOGY MESRA, INDIA

# Bachelor of Engineering (Electronics and communication) July 2011- April 2015