

# SUBHAM CHOWDHURY

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## SUMMARY

Data-driven and detail-oriented Product Analyst with a strong background in market research, data analytics, digital marketing and product development. Proven ability to translate complex data into actionable recommendations to drive product improvements and optimize business strategies.

## EDUCATION

UNIVERSITY AT BUFFALO, THE STATE UNIVERSITY OF NEW YORK

Buffalo, United States

**Master of Science, Management Information Systems (STEM)** (GPA: 3.67/4.0)

Jun. 2024

Relevant Courses: Predictive Analytics, Healthcare Analytics, Web Analytics for eCommerce

INSTITUTE OF TECHNICAL EDUCATION AND RESEARCH, SIKSHA 'O' ANUSANDHAN UNIVERSITY

Bhubaneswar, India

**Bachelor of Technology, Computer Science Engineering**

Jul. 2018

## EXPERIENCE

BUFFALO NIAGARA MEDICAL CAMPUS INC.

Buffalo, United States

**PRODUCT ANALYST**

Jan. 2024–Present

- Collaborated with stakeholders to gather business requirements, thereby conducting more than 7k interviews, surveys, and workshops to understand user needs and preferences in lifestyle medicine.
- Analyzed key performance indicators (KPIs) using user feedback and behavior data to optimize user experience.

PAYTM, ONE97 COMMUNICATIONS LIMITED

Bengaluru, India

**PRODUCT ANALYST**

Dec. 2022–Jun. 2023

- Reduced QR scan-related customer support tickets by 30% through end-to-end process improvements.
- Conducted a cross-functional analysis of refund processes to pinpoint inefficiencies and bottlenecks, leading to the implementation of a streamlined process that slashed refund turnaround time by 63%.

INDEGENE PRIVATE LIMITED

Bengaluru, India

**DATA ANALYST**

Oct. 2021–Dec. 2022

- Led comprehensive analysis for the **Radicava ORS** drug launch, targeting the rare disease ALS, which included both pre-sales and post-sales phases. This effort contributed significantly to an 85% surge in email customer engagement and a notable increase in patient opt-ins.
- Managed a database of over 10,000 patient records, ensuring 99.5% data completeness and accuracy.
- Diminished data cleaning time by 20% through the implementation of automated data validation processes.
- Utilized advanced data analysis techniques in Excel or Google Sheets, including **Pivot Tables** and **VLOOKUP**, to dissect datasets effectively, empowering informed decision-making and driving business outcomes.
- Implemented **performance tuning** strategies in building interactive dashboards to create user-friendly dashboards for a million healthcare professionals, cutting data retrieval time by 35%.

COGNIZANT TECHNOLOGY SOLUTIONS PRIVATE LIMITED

Kolkata, India

**PROGRAMMER ANALYST**

Dec. 2018–Sep. 2021

- Restricted data security across various stakeholders using **row level security** and **user filters** safeguarding sensitive information and maintaining compliance with regulatory standards.
- Minimized data integration errors by 15% through improved data mapping and transformation processes.

## SKILLS

**Analytical Tools:** Tableau, PowerBi, MS Excel, Google Analytics, Adobe Analytics

**Databases:** Oracle, SQL Server, Salesforce, Hive, Starburst, MongoDB

**ETL Tools:** Informatica PowerCenter, Talend, Alteryx

**Languages:** SQL, Python, R

**Soft Skills:** Time Management, Critical Thinking, Communication Skills, Problem Solving, Team Collaboration

**Other Skills:** AWS, Google Sheets, AB Testing, Jira, Confluence