

SUBHAM CHOWDHURY

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PROFESSIONAL SUMMARY

Data-driven and detail-oriented Product Analyst with 5+ years of expertise in data analytics. Proven ability to translate complex data into actionable recommendations to drive product improvements and optimize business strategies.

EXPERIENCE

JERSEY SYSTEM

Jan. 2025–PRESENT

DATA ANALYST

- Designed and executed data-driven **email marketing** campaigns for 100+ program instructors across New Jersey, increasing **open rates** by 25% and **CTR** by 18% through targeted segmentation and personalized engagement strategies.
- Processed and cleaned 500K+ records with 99% accuracy, and developed 50+ dashboards using Tableau and Looker enhancing reporting reliability and stakeholder decision-making.

PAYTM, ONE97 COMMUNICATIONS LIMITED

Dec. 2022–Jun. 2023

PRODUCT ANALYST

- Automated over 350+ MIS and business reports using advanced **SQL queries (CTEs, joins, aggregations, window functions)**, saving 65% of analysts' manual effort, increasing data accuracy, and improving stakeholder reporting speed.
- Supported strategic planning by analyzing merchant transaction data (cards, QR scans, refunds), delivering detailed revenue insights that contributed to a \$1 M+ business impact across partner channels.

INDEGENE PRIVATE LIMITED

Oct. 2021–Dec. 2022

SENIOR DATA ANALYST

- Delivered data-driven campaign insights for the Radicava ORS **drug launch**, improving physician engagement by 85%, boosting patient acquisition by 40%, and supporting presales strategies across key markets.
- Performed exploratory data analysis (EDA) and developed predictive models to identify high-risk patient populations and forecast healthcare outcomes, enabling data-driven clinical and operational decision-making.
- Implemented **A/B testing** to evaluate treatment strategies, **customer journey** mapping and **segmentation & cohort analysis** using EMR and claims data to uncover care patterns and drive actionable insights in real-world healthcare data.
- Developed dynamic **Tableau** dashboards using **reports, charts, tables** to visualize **key performance indicators (KPIs)** and provide actionable customer behavior insights, enabling data-driven decision-making for stakeholders.
- Implemented advanced **performance tuning** techniques along with **row level security** in interactive dashboards, enhancing data retrieval speed by 35% for over a million healthcare professionals and improving overall user experience.

COGNIZANT TECHNOLOGY SOLUTIONS PRIVATE LIMITED

Dec. 2018–Sep. 2021

PROGRAMMER ANALYST

- Conducted comprehensive **trend analysis** on sales data, leading to the identification of seasonal sales patterns; informed inventory management which reduced stockouts by 22% and increased sales by 15%.
- Leveraged **Excel** and **Google Sheets** for comprehensive data analysis using **pivot tables, VLOOKUP's, and power pivots**; identified key performance indicators, boosting sales team efficiency by 30% and driving revenue growth.
- Crafted and automated data workflows and ETL pipelines using Alteryx, while optimizing data models and queries for performance, and executing thorough data validation, cleansing, and quality assurance.
- Demonstrated expertise in **Agile** and **Scrum** methodologies by leading a cross-functional team of 5 through the DMAIC process, standardizing SOPs and optimizing SLAs, resulting in a 20% reduction in operational costs.

SKILLS

Analytical Tools: Tableau Desktop, PowerBi, Looker, Advanced Excel, Google Analytics, Google Sheets

Data Management: Data Warehousing, Snowflake, Starburst, MS SQL Server, MySQL Workbench, Salesforce CRM, Hive

Programming & ETL Tools: SQL, Python, SSIS, Talend, Alteryx, Google BigQuery, Informatica, Power Automate

Other Skills: AWS, Tableau Server, Microsoft Dynamics 365, Power Apps, Workday, SharePoint, Jira, Confluence, GitHub

EDUCATION

University at Buffalo, The State University of New York — **M.S. in Management Information Systems**, Jun 2024 | Buffalo, NY

ITER, SOA University — **B.Tech in Computer Science**, Sep 2018 | Bhubaneswar, India