Sujith Nair

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PROFILE

Data and analytics professional with experience across marketing, product, and partnership analytics, focused on improving performance through evidence-based decisions. Skilled at translating business goals into metrics, building insight-driven reporting, and surfacing key drivers behind growth and efficiency. Strong communicator who partners effectively with stakeholders to deliver clear, actionable stories from complex datasets.

SKILLS

- **Commercial awareness**: Delivered 25% higher incremental return on ad spend (ROAS) and $116K savings by improving marketing performance measurement.

- **Initiative**: Replaced an external attribution vendor with an in-house marketing model using open-source tools.

- **Problem solving**: Built root cause analysis tools improving same-day issue resolution from 12% to 36%; cleaned SAP customer master data (150+ issues across 6,300 records).

- **Process improvement**: Managed monthly commission processing for 10 agencies ($2M+ payouts) and streamlined operational workflows.

- **Communication and storytelling**: Built Tableau dashboards and presented recommendations to senior leadership to guide campaign strategy and segmentation.

- **Collaboration**: Worked with marketing and UX teams to run A/B tests and improve attach rate from 5% to 15%.

- **Technical skills**: SQL, Tableau, Excel/Google Sheets (pivots, lookups, modelling), segmentation and customer insights, data visualisation, attribution modelling, A/B testing, ETL (Informatica, PL/SQL, AWS Redshift), Python, R, forecasting

WORK EXPERIENCE

Product Analyst | Root Insurance   Jan 2021 to May 2024

US-based digital auto insurer specialising in telematics-driven pricing and usage-based insurance

- Owned reporting and analysis for marketing and growth, including funnel performance, spend, and customer behaviour across channels

- Built and maintained dashboards and recurring performance readouts for stakeholders and senior leadership

- Worked with internal stakeholders and external partners to support experimentation and segmentation decisions

- Managed operational reporting processes, including monthly commission processing and payout support

Data Analyst Intern | EssilorLuxottica   **May 2019 to Dec 2019**

Global eyewear and ophthalmic lens manufacturer specialising in vision care solutions

- Supported master data and reporting initiatives, including SAP customer master data clean-up and validation

- Built dashboards and analysis to monitor data quality, trends, and operational issues

- Assisted with SQL-based investigation of recurring issues and supported resolution with business teams

System Engineer | Infosys   **Jul 2014 to Mar 2018**

Global IT services and consulting company specialising in digital transformation, enterprise systems, and data engineering solutions

- Worked on a Wells Fargo client project supporting ETL development, data integration, and quality assurance

- Built and maintained data pipelines and extracts using SQL, PL/SQL, and Informatica

- Coordinated with cross-functional teams to troubleshoot production issues and improve data accuracy for reporting

EDUCATION

Auckland University of Technology – Master's in IT Project Management   **Feb 2026 to Present**

Graduating in Nov 2026; will specialise in IT strategy, project management, and evidence-based decision-making

The University of Texas at Dallas – Master's in Business Analytics   **Aug 2018 to May 2020**

Graduated with a GPA of 3.95 / 4.0, Specialised in Marketing Analytics

INTERESTS

• Building Google Sheets tools to help friends and family make financial decisions (rent vs buy, investing vs loan repayment, budgeting and long-term planning).

• Analysing Fantasy Premier League data and trends, sharing insights with the community to support discussion and better decision-making.