

Srivatsan Ganesh

Data Analyst

Data Analyst with 3+ years of experience in **data analytics, business intelligence, and automation**. Adept at leveraging **SQL, Python, and machine learning techniques** to analyze complex datasets and drive actionable insights. Experienced in **digital advertising analytics, marketing performance tracking, and customer behavior analysis**. Strong expertise in **data visualization, A/B testing, and statistical modeling** to support data-driven decision-making. Familiarity with **Meta, TikTok, LinkedIn, Reddit, and programmatic advertising platforms**. Passionate about enhancing advertising efficiency, optimizing revenue streams, and supporting business strategies through data-driven solutions.

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in linkedin.com/in/srivatsan-g

📁 vatsan01.github.io/portfolio

🐙 github.com/vatsan01

PROFESSIONAL EXPERIENCE

Data Analyst

Cognizant Technology Solutions India Put. Ltd.

04/2022 - 12/2024

Chennai

Achievements/Tasks

- Conducted **data-driven analysis** for product and advertising performance, improving campaign effectiveness by 15%.
- Developed **SQL-based reporting solutions** to track marketing performance and revenue impact.
- Created **interactive dashboards** in Tableau and Google Sheets to provide real-time visibility into ad performance metrics.
- Performed **A/B testing and statistical analysis** to optimize digital marketing strategies.
- Automated **ETL pipelines and data workflows** to streamline reporting and reduce manual processing by 30%.
- Collaborated with stakeholders across **marketing, product, and engineering** teams to enhance decision-making through data insights.
- Conducted **customer segmentation analysis** to refine targeting strategies for advertising campaigns.

CORE COMPETENCIES

Data Analysis & Business Intelligence

SQL & Python for Data Analytics

A/B Testing & Statistical Modeling

Marketing & Advertising Analytics

Data Visualization (Tableau, Power BI, Google Sheets)

Customer Segmentation & Behavioral Analysis

ETL Pipelines & Workflow Automation

Digital Advertising & Programmatic Platforms (Meta, TikTok, LinkedIn, Reddit)

EDUCATION

B.E

St. Joseph's College of Engineering

07/2016 - 09/2020

Chennai

Courses

- Electronics and Instrumentation Engineering

TECHNICAL SKILLS

Programming: Python (NumPy, Pandas, Matplotlib, SciPy), SQL, R

Data Tools: Snowflake, BigQuery, dbt, Apache Spark

Visualization & BI: Tableau, Power BI, Looker, Google Sheets

Marketing Analytics Tools: Google Analytics (GA4), Adobe Analytics, Mixpanel

Automation & Workflow: JIRA, Confluence, Microsoft Project

KEY ACHIEVEMENTS

Successfully optimized marketing analytics pipelines, reducing data processing time by 30%.

Improved campaign effectiveness by leveraging A/B testing insights and data-driven recommendations.

Developed a scalable self-service analytics solution for cross-functional teams to access ad performance insights.

Increased advertising ROI by implementing data-backed audience segmentation strategies.

CERTIFICATION

Data Science Professional Certificate - Google (06/2021 - 10/2021)

Pro-Degree (PG Diploma) in Data Science - Genpact (03/2020 - 09/2020)

Machine Learning with Python - IBM (01/2020 - 02/2020)

PROJECTS

Ad Performance Optimization

Built a machine learning model to analyze ad engagement trends and optimize ad placement, improving click-through rates by 12%.

Automated Data Reporting Pipelines

Developed Python-based ETL pipelines to automate marketing performance reports, reducing report generation time by 40%.