

Sapan Yadav

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Motivated Business Analyst with 8+ years technical expertise and business acumen necessary to translate business requirements and objectives into scalable, highly resilient and successful system solutions.

Skills

- Data validation
- Data collection and analysis
- Project management and Multitasking
- Traffic/Digital Metrics Analysis
- Dashboards and MIS
- SQL, Tableau, Power BI
- A/B Testing

Work History

2017-05 – 2020-5	Business Development Associate Tripadvisor, Gurgaon, Haryana <ul style="list-style-type: none">• Developed key metrics derived from raw company data to track improvements in organisational efficiency• Evaluated Traffic and revenue trends to understand competitive environments and assess current strategies• Designed analytical solutions, dashboards and reports using Tableau/Power BI for tracking client's performance• Generated weekly updates to highlight traffic and revenue trends to the senior leadership team• Managed account for India's hotel chains “OYO” and “Treebo” Business Growth and Strategy <ul style="list-style-type: none">• Direct reporting to the country manager to help in developing strategy and growth plans for India market• Responsible for analysing updated market trends, competitor benchmarking to develop sales strategies• Responsible for updating and maintaining weekly dashboards including Traffic, clicks, revenue, etc
2014-05 - 2017-4	Business Analyst Tripadvisor, Gurgaon, Haryana <ul style="list-style-type: none">• Corrected any data entry error to prevent later issues such as duplication or data degradation• Recommended data standardisation and usage to ensure data integrity• Developed database objects, including tables, views and materialised views using SQL• Extracted & Analysed large datasets through SQL & Tableau to gather actionable insights• Used advanced Microsoft excel such as macros, pivot tables, charts, functions
2012-07 – 2014-04	Marketing Lead Tripadvisor, Gurgaon, Haryana Offline Marketing Activities <ul style="list-style-type: none">• Lead offline marketing activities to boost reviews and hotel bookings; offline presence in 50K+ properties in India• Managed content updation and listing process for 90K listings; 20% growth in listings content MoM• Tracked key metrics and developed spreadsheets and data models• Forecasted marketing trends based on previous data to adjust campaigns and maximize sales
2011-07 – 2012-06	Manager- Operations & Customer Relationship HP Micro World, Faridabad, Haryana <ul style="list-style-type: none">• Adjusted job assignments and schedules to keep pace with dynamic business needs, factoring in processes, employee knowledge and customer demands• Recorded inventory sales into organisation's weekly income report• Provided customer support for hardware and software product queries• Prepared purchase orders of our customers for further reporting and analysis• Managed relationships with corporate customers such as Escort, JCB, ACC, etc

Education & Certification

2018-12	Business Data Analysis (Udemy)	2019-07	Tableau-Data Science (Udemy)
2009-06 – 2011-07	MBA: IT and Finance IMT - Faridabad	2006-07 – 2009-06.	BCA: Computer Science N.C.R.T – Jaipur