



TEK011669 (Data Analyst - 3 + Year)

■ Bachelor of Engineering

Highlights

- **Dynamic Product Analyst** with over 3 years of experience leading cross-functional teams to deliver high-impact product improvements from concept to launch.
- Expertise in **product analytics, data-driven decision-making**, and crafting **user-centric solutions** that drive business growth.
- Proven track record of designing and executing **analytics-driven strategies** that enhance user experience and optimize performance.
- Highly proficient in **SQL, market research**, and **performance metrics**, with a keen focus on leveraging insights to **optimize product strategy** and achieve measurable business outcomes.
- Adept at fostering collaboration across teams and turning complex problems into actionable plans that lead to tangible results.

Skills

Primary Skills

- Product Data Analyst

Secondary Skills

- SQL

Other Skills

Technical Skills - SQL, Advanced MS Excel , DOMO , PowerBI, A/B Testing, Wireframing, Github, Figma , Jira, GTM (Google tag manager), Google Analytics

Core Competencies Includes - KPIs & Metrics, Data-Driven Decision Making , Data Analysis , Funnel Analysis Product Roadmapping & Prioritization , Product development, Product Strategies, User Segmentation

Projects

Project 1: Gammastack - IT Industry (12 months)

- **Led A/B testing** initiatives to experiment with product features and user experiences, optimizing conversions and customer engagement. These tests resulted in a **12% improvement** in conversion rates, helping refine

the overall product strategy.

- **Defined, tracked, and analyzed** critical KPIs, and designed a dynamic dashboard for the Sample to Full-Size product launch. This initiative led to a **25% growth in adoption** by improving visibility, usability, and offering **data-driven insights** for product improvements.
- **Led the implementation** of performance metrics for the **Click and Collect feature**, resulting in an **18% boost in customer satisfaction** by identifying and addressing user pain points and improving overall efficiency.
- **Led the migration** from Universal Analytics to Google Analytics 4, collaborating with cross-functional teams to ensure **99% data accuracy** and a seamless transition. This migration provided **enhanced analytical capabilities** for better customer insights and business decisions.

Project 2 - IT Industry (9 months)

- **Collected, analyzed, and reported sales performance metrics**, identifying critical process improvements that resulted in a **35% revenue increase within a quarter**.
- **Developed interactive data visualizations in Power BI** to track business KPIs, providing actionable insights that **streamlined decision-making** and improved overall performance.
- **Analyzed key financial metrics** for accurate revenue tracking, optimizing revenue forecasting and uncovering growth opportunities.
- **Collaborated closely with the Sales Team and customers**, ensuring a deep understanding of customer needs and aligning product enhancements with sales objectives to drive success.

Project 3 - IT Industry (6 months)

- **Analyzed two years of customer data**, focusing on platform engagement to identify up-sell opportunities, which led to a **20% increase in customer retention** and a **15% boost in revenue**.
- **Conducted detailed conversion analysis** using updated sales data, resulting in a **25% improvement in conversion rates** and a more effective sales strategy.
- **Executed targeted cold calling campaigns**, using customer empathy to address pain points and needs, leading to a **35% increase in qualified leads** and enhanced customer satisfaction.

Project 4 - IT Industry (12 months)

- Created and automated dashboards to monitor key **product metrics**, determine sales conversation And identify viable growth strategies through data and experimentation.
- Accumulated data from **Lead squared** database for prospective customers entitled to purchase the course.
- Conducted exploratory data analysis, partnered with stakeholders and shared insights from data to solve **key business problems**.