

Sreeja

Senior Business Analyst - Analytics

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Summary

Seasoned analytics professional with 4+ years of experience driving data-driven actionable insights in e-commerce & Internet companies. Proficient in leveraging advanced analytical tools and methodologies to extract, analyze, and interpret complex data sets. Demonstrated success in process optimization, predictive modeling, Insightful Data Visualization and cross-functional collaboration resulting in positive tangible impact.

Skills

- Business Intelligence
- Statistics
- Hypothesis Testing
- A/B Testing
- Google Analytics
- Tableau
- SQL/MySQL/BigQuery-SQL
- Python
- People Management
- Stakeholder management
- Apache Spark
- Google Spreadsheet/Excel

Experience

08/2022 - 08/2023

Teamlease Digital — Bangalore, IN

Business Analyst II - Analytics

- Apply strong leadership talents, strategic planning and statistical problem-solving proficiency in Data analytics related to Google-Play store App.
- Perform Hypothesis test using Python to Optimize In-App Search for various developer apps that increased keyword ranking and installs by 20%.
- Perform AB Analysis on pre-post, completed, live experiment to make inference on the population by integrating Google-Analytics to Google-Optimize for Homepage recommendation variation.
- Coordinate with product managers and technical teams for requirements gathering and analysis.
- Proactively detect anomalies, identify trends, patterns, correlations and perform user-centric and visitor centric Analytics for Google Play Store using Big Query G-SQL and PLX Visualization Tool.
- Automation of operational reporting systems resulted in minimal computing time, TAT and 40% reduction in RCA, in use by ~1500+ employees globally.

05/2021 - 06/2022

Flipkart Pvt Ltd — Bangalore, IN

Associate Business Analyst - Analytics

- Support End-to-End analysis of Recommendation and Storefront Shopping Experience by performing data collection, manipulation and publishing of Weekly/Daily Insights using Adobe analytics and SQL.
- Proactively detect anomalies and do detailed RCA to help Product Team take decisions. People management and stack-holder management.
- Manage, Coordinate Supervise and evaluate performance and ensure team is well trained.
- Perform Pre-Post AB detailed analysis on live and completed AB experiments by comparing funnel delta, success metrics and baseline shifts of test and control to provide affirmation on post AB experiment launch by using adobe analytics and SQL.
- Optimize tracking tools with minimal computing time, by elevating metrics instrumentation and by automating tools to improve TAT and reduce RCA.

03/2020 - 05/2021

RK Group — Bangalore, IN

Data Analyst

- Provide data reporting functions to business and technical community using SQL querying to enable team to gain insights into various part of business.
- Performed market analysis efficiently and achieved increasing sales by 24%, reduced procurement and advertising cost by 21% and recommended replenishment plan based on recursive sales pattern and demand.
- Managed planning and development of design and procedures for metric reports Analyze/maintain/update daily/weekly /monthly metrics on internal system and reporting tools.
- Synthesized business intelligence data to produce reports and polished presentations by highlighting findings and recommending changes.

08/2017 - 05/2020

Swiggy Pvt Ltd — Bangalore, IN

Supervisor - Central Vendor Management

- Applied strong leadership talents and problem-solving skills to maintain team efficiency, organize workflows, improve employee time-management and maximize productivity.
- Managed vendor performance to maximize profitability and achieve financial objectives by expanding vendor operations PAN India and increasing AOV by 32%.
- Developed overall Delivery-system Optimization strategy based on On-Demand Qualitative forecast analysis.
- Quantitative time-series analysis on pricing and Market segmentation led to 30% optimization in overall, delivery system.
- Collaborate with regional and city heads, identify problems, objectives, and goals.

Education

Expected in 03/2024

Jain University Bangalore

MBA: Data Science And Analytics

Certifications

- 2023 - IIT Madras [Data Science and Analytics]
- 2023 - Mastering Data Modeling Fundamentals [Udemy]
- 2022 - The Business Intelligence Analyst Course 2023 [365 Degree]

Portfolio Links

- <https://www.linkedin.com/in/sreeja-gowda-5b0345b3/>
- https://twitter.com/sreeja_gowda
- <https://sreeja123ut.medium.com/>