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Summary

Quality-focused Data Analytics professional with experience across Fortune 500 firms from diverse industries. Delivered Customer Strategy solutions via data driven insights and BI tools using efficient stakeholder management and collaborative leadership.

Professional Experience

Senior Business Intelligence Analyst | Shell Business Operations | Chennai

- Led the development of a performance dashboard for 40+ licensees, aligning cross-functional teams to centralize safety & compliance metrics and enabling data-driven oversight & operational consistency
- Built an integrated Loyalty/CRM dashboard, leading the design and implementation of engagement & reactivation pages. Enabled CRM performance visibility and delivered ~\$46K business impact
- Implemented a 4P analytics for Category Management in a SE European market; enabled data-driven product mix. Aligned commercial teams and delivered opportunities for 3% margin uplift
- Delivered Offer Matrix Tool automating offer profiling across 53 countries; enabled scalable, consistent localized offerings, improving efficiency and turnaround time for commercial and marketing teams
- Showcased the team's BI strength by auditing and enhancing a financial reporting tool, directly influencing 10 new project proposals from internal stakeholders
- Developed Data Quality Dashboard to flag data inconsistencies across key systems reducing manual checks, saving ~\$38K, and strengthened confidence in reporting, campaign planning, and tracking
- Standardized KPI reporting for Non-Fuel Retail in a major Eastern European market, laying foundation for measurable campaign performance and enabling data-driven revenue growth via future promotions
- Standardized category classification for ~300 Non-Fuel Retail products across Central & Eastern European markets, enabling consistent portfolio analysis & cross-market category growth insights.
- Delivered post-campaign analyses and insights for global CRM across 15 markets, informing strategic decisions to improve targeting and enable tighter feedback loops on performance.
- Transitioned 5 markets, including top CRM revenue market, from third-party to Shell internal CRM, ensuring business continuity, process standardization, data integrity and stakeholder coordination.
- Built Non-Fuel Retail reporting infrastructure from scratch for a major Eastern European market with highest loyalty penetration, enabling customer acquisition, and marketing performance tracking.
- Defined foundational framework and data mapping for Centralized Data Hub, unifying disparate sources into a scalable repository, enabling cross-functional marketing and promotional insights.
- Led UI design for 'Interactive Mobility Newsletter', enhancing internal communication to boost collaboration, knowledge-sharing, and cross-team alignment with an intuitive and accessible design.

Senior Analyst | Indegene Pvt Ltd | Bengaluru

- Improved patient retention by 1.5% for key pharmaceutical brands by delivering analyses and dashboard for Scaled Analytics, enabling targeted retention strategies by profiling switching behavior.
- Developed 10 exploratory dashboards to visualize hospital metrics, accelerating pre-analysis and cutting ~\$20K in costs, enabling informed decisions for product, clinical, and commercial teams.
- Delivered data-driven insights on prescription behavior, patient demographics, and physician profiles for 3 pharma brands to inform field-force detailing and personalized engagement planning.
- Led migration of 20+ data workflows from Alteryx to Dataiku DSS through cross-team collaboration to ensure data integrity, smooth adoption, preserve business-critical logic and reporting continuity.

Decision Scientist | Mu Sigma Business Solutions Pvt Ltd | Bengaluru

- Led a team of 30 analysts delivering and evaluating 800+ global promotional campaigns to drive ~5% customer growth via targeted acquisition and retention for continuous measurement and improvement.
- Led \$60K A/B test over 12 weeks to evaluate purchase reward preferences in convenience retail and guided reward strategy to improve customer engagement and experience.
- Improved delivery quality from 92% to 98% by leading structured quality standards and reviews; enhanced consistency, cut rework, and ensured reliable outputs on key projects.
- Mentored 25+ new joiners via onboarding, teaching structured problem-solving approach with mock projects to scale consistent analytical mindset across the organization.
- Audited 10 cross-functional teams in an org-wide horizontal QA initiative to identified inefficiencies, drive process standardization and enable consistent execution and scalable operations.
- Segmented patient cohorts for 200+ Phase IV studies, enabling targeted analysis, saving ~\$60K operational costs, and supporting faster study readiness and strategic planning.

- Spearheaded automation of recurring analytics workflows by integrating R scripts with Unix-based scheduling and ETL pipelines, reducing manual intervention and improving reliability of data delivery.
- Centralized data access for 20+ internal and consultant teams by implementing a unified platform to improve collaboration and accelerated decision-making across product and marketing.

Education

BE (Mechanical Engineering) – *Sri Sairam Engineering College* | *Chennai*

Accomplishments and Awards

- Won the **Mobility Data Analytics GM Award** for transforming challenges into opportunities in CRM Analytics, Shell
- Won the **Digital Impact Award** for the Integrated CRM Dashboard, Shell
- Won the **Insight Innovation Award** for the Interactive Mobility Newsletter at the Big Data Crunch Event in Shell
- Won the **Spot Award** for displaying accountability and reliability in leadership, Mu Sigma

License & Certifications

- Power BI Analyst Associate. Microsoft Learn
- Decision Scientist Certification, Mu Sigma Business Solutions

Co/Extra-curricular

- Core member of **Marketing and Media Cell** while doing **PGPX** at **IIMA**
- Created and currently running a **movie/series re-watch review channel** in Youtube and Instagram
- Organized and participated in **events** and **drama workshops for Nautanki**, the theater club of Mu Sigma
- Partook in **Mock UN** event conducted by Hindustan Young Leaders' Conference
- Won II prize in **Project Exhibition** in the Department of Mechanical Engineering