

Swarnadip Majumder

Lead Analyst

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🌐 <https://bit.ly/3HJXhV1>

PROFILE

Lead Analyst with expertise in transforming complex data into actionable insights. Skilled in data modeling, product and marketing analytics, attribution models, and data mining to drive strategic decision-making. Committed to enhancing efficiency, optimizing processes, and delivering data solutions that improve business performance.

PROFESSIONAL EXPERIENCE

Career.io (Bridgetalent Pvt. Ltd.), Software Engineer - Lead Analyst

June 2022 – present | Remote

- Led a team of analysts to solve complex business challenges and improve analytical capabilities.
- Monitored key performance metrics daily and conducted research to facilitate timely interventions.
- Designed and maintained payout attribution models to facilitate efficient payouts to external partners, resulting in cost savings.
- Developed 100+ data models to optimize data processing, improve reporting accuracy, and drive business insights.
- Set up and optimized several A/B tests to boost engagement and conversions, focusing on product analytics to improve user interactions and product usage insights.
- Enhanced Redshift efficiency by identifying and rewriting queries that caused bottlenecks.
- Led the development and execution of email marketing strategies, managing all the logic to effectively target audiences to increase engagement and conversion rates.

SKILLS

Programming Language

SQL, Python

Analytics Tool

Periscope, Mixpanel, Zoho Analytics, Tableau, Redash

Statistics & Machine Learning

A/B Testing, Hypothesis Testing, Regression, Classification, Unsupervised Learning

DBMS

MySQL, PostgreSQL, Clickhouse

Data Warehouse

Redshift, Snowflake

ETL

Stitch, DBT

Others

MessageGears, Project Management, JIRA, Linear, Miro, Customer Journey Design, Whimsical

PROJECTS

User Segmentation for Personalized Email Marketing & Product Offering

- Processed and cleaned 50 million+ resumes using Sovren, extracting key fields such as job title, industry, and years of experience etc.
- Leveraged GPT and in house canonical service for data segmentation to create targeted audience segments for personalized email marketing and product offerings.

Shadowfax Technologies Pvt. Ltd., Senior Lead Data Analyst

April 2022 – June 2022 | Bangalore

- Developed and monitored critical metrics that inform strategic decisions, enhancing operational efficiency and customer satisfaction in last-mile delivery.
- Conducted thorough bi-weekly reviews of marketplace performance using Excel, Word, and SQL, analyzing trends to identify growth opportunities and areas for improvement in service delivery.
- Managed and optimized the payout structures across various locations, ensuring financial accuracy and promoting operational excellence.

FiveM, FiveM Game Server Developer

October 2019 – June 2021 | Remote

- Developed and managed multiple FiveM game servers using Lua under a prominent YouTuber.
- Collaborated with teams to create custom scripts and mods, enhancing gameplay and player engagement.
- Optimized server performance and interacted with the community to implement feedback and improve user experience.
- Maintained and managed multiple application databases to support server operations and ensure data integrity.

EDUCATION

Post Graduate Program in Data Science & Engineering, Great Lakes Institute of Management

September 2021 – April 2022

Bachelor of Physics (B.Sc), The Heritage College (Affiliated to Calcutta University)

August 2017 – July 2021

- Developed a comprehensive data pipeline with dbt, establishing staging, transformation, and mart layers to create audience queries and facilitate customized pricing for different segments, enhancing marketing strategies.
- Created an email and conversion dashboard to measure the performance of personalized email campaigns and segmented product offerings, analyzing metrics like open rates, click-through rates, and conversion rates.
- Resulted in a 7% increase in conversion rates, providing actionable insights for optimizing future marketing strategies.

Marketing Attribution Model

- Created a robust model using ClickHouse and Mixpanel events data to accurately allocate credit across marketing channels, enhancing strategic budget allocation and improving ROI visibility.
- Merged customer interactions and campaign performance data from Ads, Google Search Console and Impact platforms to provide a comprehensive view of the customer journey.
- Conducted analysis to evaluate marketing channel effectiveness, providing actionable insights that resulted in a 15% increase in return on marketing investment (ROMI) and optimization of campaign targeting strategies.
- Worked with marketing teams to refine the attribution model, enhancing marketing effectiveness through iterative improvements.

Executive Management Dashboard

- Developed an interactive KPI dashboard to monitor critical metrics such as CAC, LTV, AOV, etc. enhancing overall decision-making efficiency.
- Implemented ETL processes in dbt to seamlessly integrate multiple data sources i.e. Ads Platform, Payment System Providers, etc., ensuring accurate and timely reporting of KPIs.
- Crafted intuitive visualizations in Periscope, providing real-time insights into business performance and trends.