

# ANKIT KUMAR SEN

## Business Analytics & Strategy Professional | B2B & Manufacturing

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**Business Analytics & Strategy** professional with 5+ years of experience supporting data-driven decision-making for B2B and manufacturing companies. Strong expertise in analyzing marketing, website, and funnel performance to identify revenue opportunities, optimize ROI, and improve business outcomes. Experienced in building executive dashboards, performance reports, and management-level insights using GA4, Looker Studio, and Excel. Proven ability to collaborate cross-functionally and support international market performance analysis.

### KEY SKILLS

#### Business & Strategy Analytics

- Business Performance Analysis & Insights
- Revenue, ROI & Cost Efficiency Analysis
- KPI Framework Design & Tracking
- Funnel & Conversion Optimization (B2B)
- Sales & Marketing Performance Alignment

#### Analytics & Reporting Tools

- Google Analytics 4 (GA4), Google Tag Manager (GTM)
- Looker Studio, Advanced Excel
- Google Search Console
- Google Ads, Meta Ads (Performance Analysis)
- WordPress, Shopify (Analytics & Tracking)

#### Data Analysis & Decision Support

- Dashboard Development & Management Reporting
- Marketing & Channel Performance Analysis
- A/B Testing, Experimentation & Optimization
- Website, Funnel & User Behavior Analysis
- B2B Lead Quality & Conversion Analysis

### WORK EXPERIENCE

Sep 2025 - Present

#### EXECUTIVE - DIGITAL MARKETING, IRM ENTERPRISES PVT LTD

- Analyzed multi-market business performance data including marketing and website metrics to support strategic decision-making across European regions.
- Built executive dashboards and performance reports used in quarterly reviews and strategic planning discussions.
- Identified funnel drop-offs using GA4 analysis, contributing to conversion and lead-quality improvements.

Sep 2022- Aug 2025

#### DIGITAL MARKETING ANALYST, TUCHWARE

- Conducted business performance analysis and supported leadership through KPI dashboards and management reporting.
- Analyzed cross-channel and website data to improve conversion rates, lead quality, and cost efficiency.
- Designed KPI tracking frameworks and aligned sales and marketing performance metrics.
- Performed A/B testing and experimentation, contributing to ~12% improvement in channel ROI.
- Conducted root-cause analysis on performance fluctuations and provided data-driven optimization recommendations.

April 2021 - Aug 2022

#### SOCIAL MEDIA MARKETING EXECUTIVE, VOSO STORE

- Planned and executed social media campaigns to improve brand visibility and engagement.
- Managed lead generation activities through Facebook and Instagram Ads.
- Designed marketing creatives and supported campaign execution using Canva.
- Assisted in tracking basic performance metrics and reporting outcomes.

## KEY PROJECTS

- **Lead Quality Scoring & Prioritization Model:** Built a data-driven model to prioritize B2B leads based on conversion potential and performance signals.
- **Multi-Channel Campaign Performance & ROI Analysis:** Analyzed paid, organic, and website performance to identify ROI drivers and optimization opportunities.
- **Website Funnel Drop-off & Conversion Leak Analysis:** Identified funnel drop-offs using GA4 insights and recommended improvements to increase conversions.
- **Campaign ROI Decline – Root Cause Analysis:** Performed diagnostic analysis to identify causes of ROI decline and provided actionable recommendations.
- **Sales & Marketing Data Integration Dashboard:** Developed integrated dashboards to align sales and marketing data for improved visibility and decision-making.

## EDUCATION

**Bachelor of Business Administration (BBA)** | Pt. Ravi Shankar Shukla University, Raipur | 2015 - 2020

**Relevant Courses:** Marketing Management, Consumer Behavior, Digital Marketing, Business Analytics