

ANKIT KUMAR SEN

Data Analyst | Marketing Analytics | Power BI | SQL

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Data-driven professional with 4+ years of experience in marketing analytics, dashboard development, and performance analysis. Skilled in transforming large datasets into actionable business insights to improve performance, optimize decision-making, and drive measurable growth using Power BI, Excel, and GA4. Focused on leveraging SQL, data modeling, and business intelligence to solve real-world business problems.

SKILLS

Data Analytics:

- SQL (Basic – Joins, Aggregations)
- Excel (Pivot Tables, XLOOKUP, INDEX-MATCH, Power Query)
- Power BI (DAX, Data Modeling, Dashboard Design)

Analytics Tools:

- Google Analytics 4 (GA4)
- Google Tag Manager (GTM)
- Looker Studio

Concepts:

- Data Cleaning & Transformation
- KPI & Funnel Analysis
- Business Insights & Reporting

TOOLS & TECHNOLOGIES

- Power BI (DAX, Data Modeling) | Excel (Pivot, Power Query) | SQL | GA4 | GTM | Looker Studio

WORK EXPERIENCE

Sep 2025 - Present

DIGITAL MARKETING EXECUTIVE, IRM ENTERPRISES PVT LTD (PHARMA MACHINERY MANUFACTURING)

- Analyzed multi-country campaign data across 5+ markets, improving campaign efficiency through data-driven optimizations
- Built GA4-based tracking systems to measure campaign performance and user behavior
- Performed audience segmentation and funnel analysis to improve lead quality
- Delivered data-driven insights to leadership for better budget allocation and ROI improvement
- Conducted A/B testing and analyzed results to optimize campaign performance
- Analyzed campaign funnel metrics (Impressions → Clicks → Leads) to identify drop-offs and improve conversion efficiency

Sep 2022- Aug 2025

DIGITAL MARKETING ANALYST, TUCHWARE (SMART LOCK MANUFACTURING COMPANY)

- Built 5+ interactive dashboards in Power BI used by stakeholders to track CAC, ROI, and funnel metrics
- Analyzed multi-channel data (Website, Amazon, Offline) to identify growth opportunities
- Implemented GA4 & GTM tracking architecture for accurate data collection and reporting
- Performed A/B testing and data analysis to improve ROI by 12%
- Built funnel analysis models (Traffic → Leads → Conversions) to identify drop-off points
- Delivered actionable insights to improve campaign performance and business outcomes
- Worked with structured and semi-structured data to perform data cleaning, transformation, and visualization
- Identified key performance bottlenecks using data analysis, helping improve lead-to-conversion rate

April 2021 - Aug 2022

SOCIAL MEDIA MARKETING EXECUTIVE, TRACKNOVATE TECHNOLOGIES PRIVATE LIMITED

- Analyzed campaign performance data to improve engagement and lead generation
- Tracked key metrics and created performance reports for decision-making
- Assisted in data collection and basic analysis for marketing campaigns

KEY PROJECTS

Customer Analysis using SQL

- Analyzed customer purchase data using SQL queries
- Performed joins and aggregations to identify high-value customers
- Extracted insights on revenue contribution and buying patterns
- Queried structured dataset containing customer transactions
- Wrote SQL queries using JOIN, GROUP BY, HAVING, and aggregation functions to solve business queries
- Identified top 20% customers contributing to ~60% of total revenue (Pareto insight)

Sales Performance Dashboard (Power BI)

- Analyzed sales data to identify top-performing products and regions
- Built interactive dashboard with KPIs like revenue, profit, and growth trends
- Used DAX for calculated measures and insights
- Used dataset of 10,000+ records to analyze sales trends
- Identified top-performing categories contributing to majority of revenue

Excel KPI Dashboard

- Built dashboard using Pivot Tables and charts
- Tracked business KPIs and performance trends

Project files, dashboards, and SQL queries available on GitHub

EDUCATION

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

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

Certifications: Google Data Analytics Professional Certificate | Google Analytics (GA4) Certification | Google Ads Certification