

ANKIT KUMAR SEN

Data Analyst | Marketing Analytics | Power BI | SQL | GA4 | Excel | Dashboarding

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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 deliver actionable insights and support data-driven decision-making.

SKILLS

Data Analytics:

- SQL (Joins, Subqueries, CTEs, Window Functions, Aggregations, Case Statements, Data Cleaning)
- Excel (Pivot Tables, XLOOKUP, INDEX-MATCH, Power Query)
- Power BI (DAX, Data Modeling, Power Query, Star Schema, KPI Dashboard Design, Drill-through Reports, Row-Level Security (after learning))
- Python for Data Analysis (Learning)

Analytics Tools:

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

Concepts:

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

PROFESSIONAL EXPERIENCE

Sep 2025 - Present

MARKETING EXECUTIVE, IRM ENTERPRISES PVT LTD

- 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
- Worked closely with business and marketing teams to deliver data-driven insights and reporting

Jan 2023- Aug 2025

DIGITAL MARKETING ANALYST, TUCHWARE TECHNOLOGIES PVT LTD

- Built 5+ Power BI dashboards used by leadership teams, reducing manual reporting effort by 40%.
- 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 campaign ROI by 12% through funnel optimization
- 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
- Worked closely with business and marketing teams to deliver data-driven insights and reporting

Jan 2022 - Aug 2022

DIGITAL MARKETING EXECUTIVE, ASCENT BRAND COMMUNICATION PVT LTD

- Managed and coordinated WordPress website development projects for multiple clients.
- Collaborated with developers, designers, and stakeholders to ensure timely project execution and website delivery.
- Planned website structure, content updates, and digital marketing activities aligned with client objectives.

April 2021 - Dec 2021

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 transaction data using SQL to identify high-value customers and revenue contribution patterns.
- Performed data extraction, cleaning, joins, aggregations, and segmentation analysis using SQL.
- Applied JOIN, GROUP BY, HAVING, CASE statements, and aggregate functions to solve business problems.
- Conducted Pareto Analysis and identified that the top 20% of customers contributed approximately 60% of total revenue.
- Generated actionable insights on customer behavior, purchase frequency, and revenue distribution.
- **Tools Used:** SQL

Sales Performance Dashboard (Power BI)

- Built an interactive Power BI dashboard to analyze sales performance across products, regions, and customer segments.
- Developed DAX measures for Revenue, Profit Margin, Growth Rate, and KPI tracking.
- Performed data modeling and relationship management across multiple datasets.
- Analyzed over 10,000 records to identify top-performing products, regions, and revenue drivers.
- Created executive-level visualizations to support business decision-making and performance monitoring.
- **Tools Used:** Power BI, DAX, Power Query

Excel KPI Dashboard

- Designed an interactive KPI dashboard using Excel Pivot Tables, Pivot Charts, XLOOKUP, and conditional formatting.
- Automated reporting processes and tracked key business performance metrics.
- Built dynamic performance reports to monitor trends and business growth.
- Improved reporting efficiency through data organization and dashboard automation.
- **Tools Used:** Excel, Pivot Tables, Power Query

Sales & Marketing Data Integration Dashboard

- Integrated marketing lead data with sales conversion data to measure end-to-end campaign effectiveness.
- Developed a Power BI dashboard tracking Lead-to-MQL, MQL-to-SQL, and SQL-to-Customer conversion rates.
- Built a star-schema data model and created DAX measures for funnel performance analysis.
- Identified high-performing acquisition channels and analyzed marketing contribution to revenue generation.
- Delivered actionable insights on lead quality, conversion efficiency, and marketing ROI.
- **Tools Used:** SQL, Power BI, Data Modeling, DAX

Campaign ROI Decline Root Cause Analysis

- Analyzed campaign performance data to identify factors contributing to declining ROI and conversion rates.
- Conducted funnel analysis across Impressions, Clicks, Leads, Opportunities, and Revenue stages.
- Evaluated CTR, CPC, Conversion Rate, Bounce Rate, and Landing Page Performance metrics.
- Performed root cause analysis to identify campaign bottlenecks and optimization opportunities.
- Built executive dashboards to visualize performance trends and support data-driven decision-making.
- **Tools Used:** Power BI, Excel, Marketing Analytics, Funnel Analysis

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