

ANKIT KUMAR SEN

Marketing Data Analyst | SQL | Python | Power BI | Excel | Marketing Analytics

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Data professional with 5+ years of experience in business analysis, reporting, performance analytics, and business intelligence. Skilled in SQL, Python, Power BI, Excel, and statistical analysis to transform complex datasets into actionable insights, build scalable dashboards, and support data-driven decision-making. Passionate about solving business problems through analytics, automation, and data-driven decision-making.

TECHNICAL SKILLS

Data Analysis & Programming:

SQL: Joins | Subqueries | CTEs | Window Functions | Views | CASE Statements | Query Optimization

Python: Pandas | NumPy | Matplotlib

Business Intelligence & Data Visualization:

Power BI: DAX | Power Query | Data Modeling | Star Schema | KPI Dashboards | Drill-through Reports |

Microsoft Excel: Advanced Formulas | Pivot Tables | XLOOKUP | INDEX-MATCH | Power Query | Power Pivot

Marketing & Business Analytics:

EDA | Data Cleaning | Data Validation | Descriptive Statistics | Hypothesis Testing | A/B Testing | Cohort Analysis | Customer Segmentation | Funnel Analysis | Experiment Design | KPI Design | Dashboard Storytelling | Root Cause Analysis

Data, Cloud & Analytics Tools:

BigQuery | Git | GitHub | ETL/ELT | GA4 | Looker Studio

PROFESSIONAL EXPERIENCE

Sep 2025 - Present

MARKETING EXECUTIVE, IRM ENTERPRISES PVT LTD

- Analyzed business data across international markets to identify trends and support decisions.
- Built interactive reporting dashboards to monitor business KPIs, user behavior, and operational performance.
- Performed customer segmentation to identify growth opportunities and improve engagement.
- Conducted A/B testing and performance analysis to evaluate business initiatives.
- Identified performance bottlenecks through conversion funnel analysis and recommended optimization strategies.
- Developed executive dashboards and business reports for leadership teams.
- Collaborated with cross-functional stakeholders to deliver analytical insights and improve reporting efficiency.

Jan 2023- Aug 2025

DIGITAL MARKETING ANALYST, TUCHWARE TECHNOLOGIES PVT LTD

- Developed 5+ interactive Power BI dashboards, reducing manual reporting effort by 40% through automation.
- Analyzed business data from website, Amazon, and offline sales channels to identify trends and growth opportunities.
- Built data collection and reporting frameworks to improve data accuracy and reporting efficiency.
- Performed EDA, A/B testing, and funnel analysis to optimize business performance and conversions.
- Cleaned, transformed, and analyzed datasets using SQL, Excel, and Power BI to generate business insights.
- Identified performance bottlenecks through root cause analysis and delivered actionable recommendations.
- Collaborated with cross-functional teams to build KPI dashboards and support data-driven decision-making.

Jan 2022 - Aug 2022

DIGITAL MARKETING EXECUTIVE, ASCENT BRAND COMMUNICATION PVT LTD

- Managed website development projects and coordinated cross-functional teams for timely delivery.
- Gathered requirements and collaborated with developers, designers, and stakeholders.
- Monitored website performance, documentation, and quality across client projects.
- Prepared reports, tracked project progress, and improved workflow efficiency.

April 2021 - Dec 2021

SOCIAL MEDIA MARKETING EXECUTIVE, TRACKNOVATE TECHNOLOGIES PRIVATE LIMITED

- Collected, cleaned, and analyzed campaign performance data to identify trends and support business decision-making.
- Tracked key business metrics and prepared performance reports for internal stakeholders.
- Assisted in data collection, reporting, and basic business analysis to support marketing and operational activities.
- Identified performance trends and contributed analytical insights to improve overall business outcomes.

June 2020 - March 2021

SALES MARKETING EXECUTIVE, SPARSH REALITIES

- Supported brand promotion through social media management, brochure creation, lead generation, and digital marketing activities to strengthen brand visibility and customer engagement.

KEY PROJECTS

1. B2B Lead Generation & Sales Funnel Analytics

- Analyzed B2B lead generation and sales pipeline data to evaluate lead quality, conversion rates, and sales funnel performance across marketing channels, regions, and product categories.
- Built lead-to-customer funnel analysis to identify drop-offs across Lead, MQL, SQL, Opportunity, and Won stages and uncover key conversion bottlenecks.
- Performed lead segmentation based on industry, company size, product interest, source, region, and engagement behavior to identify high-value customer segments.
- Developed Power BI dashboards to monitor lead volume, MQL-to-SQL conversion, opportunity conversion, sales cycle, pipeline value, and channel performance.
- Delivered actionable recommendations to improve lead quality, prioritize high-potential prospects, and optimize marketing and sales efforts.

Tools: SQL, Python, Power BI, Excel, DAX

2. Product & Customer Performance Analytics for Manufacturing

- Analyzed product sales, customer, regional, and order-level data to identify high-performing products, customer segments, and growth opportunities across manufacturing markets.
- Performed customer segmentation based on revenue contribution, purchase frequency, order value, product mix, and customer lifecycle to identify high-value and growth-potential accounts.
- Analyzed product-wise revenue, profitability, sales trends, repeat purchases, and regional performance to identify opportunities for product and market expansion.
- Built an interactive Power BI dashboard to monitor revenue, profit margin, average order value, customer contribution, product performance, and regional KPIs.
- Generated data-driven recommendations to improve customer targeting, product focus, regional sales performance, and overall business growth.

Tools: SQL, Python, Power BI, DAX, Excel

EDUCATION

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

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

Certification & Professional Learning

- **Sathya Technologies** – Data Analytics | SQL | Advanced Excel | Power Query | Power BI | DAX | Python | Data Analytics Project
- **Microsoft Power BI Data Analyst Associate (PL-300):** Power BI | Power Query | Data Modeling | DAX | Data Visualization | Power BI Service
- **Google Data Analytics Professional Certificate:** Data Analysis | Spreadsheets | SQL | Data Cleaning | Data Visualization | Business Analytics | Case Study