SRIKANTH KVP

Data Analyst | Data Engineer | Product Analyst

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Professional Summary

Data professional with over 3 years of experience collaborating with global clients in remote and consultancy settings. Proven expertise in collaborating with product, marketing, and growth teams to deliver actionable business solutions.

Areas of Expertise

■ Data Analytics	■ Data Warehousing	■ Marketing Analytics	■ Retention Analysis
■ Business Intelligence	■ Predictive Analytics	■ Infrastructure Optimization	■ Team Collaboration
■ Data Visualization	■ Product Analytics	■ Event Tracking	■ Stakeholder Insights

Professional Experience

Data Engineer — Remote
Digitail.io (U.S. based remote company) — Mar 2023 – Nov 2023

Collaborated with team members to develop SOPs for data migration projects. Facilitated team growth by participating in hiring, onboarding, and mentoring new colleagues.

Competitor Database Mapping for Enhanced Veterinary Clinics Migrations:

- Mapped the data models of 9 competitor software platforms to align with the company's data model utilizing SQL and Python.
- Owned and executed migration of 25+ clinics from legacy systems to the company's database.
- **Impact:** Reduced new client onboarding time by 87.5%, from 2 months to just 1 week, enhancing operational efficiency and accelerating revenue generation.

Data Infrastructure Optimization and PowerBI Implementation Project:

- Directed the transition to materialized views in AWS Redshift, cutting data retrieval time by 90% and optimized intricate SQL queries, navigating through diverse business logic.
- Spearheaded PowerBI report development, consolidating financial, stock, and client demographic data with RLS, increasing data accessibility by 40% through expanded report coverage.
- **Impact:** Achieved a 90% reduction in report loading time, improving loading time from a few minutes to instant availability, enhancing user experience and operational efficiency.

Data Analyst — Bengaluru
Supl.ai Analytics — Mar 2021 – Feb 2023

Recognized with the "Above and Beyond Award" for driving organizational success through continuous self-improvement, resourcefulness, and significant contributions.

Data Infrastructure Development and Event Tracking Implementation:

- Conducted a comprehensive audit of existing data infrastructure and enhanced event tracking using Google Tag Manager, resulting in 35% more data coverage, aligning organizational needs.
- Designed and Implemented a layered architecture model in dbt improving overall system efficiency by 30% for analytics tasks.
- **Impact:** Enhanced overall data infrastructure efficiency and coverage by 35% through advanced event tracking and a streamlined data platform model, ensuring stakeholder alignment.

User Churn Analysis & Activation Point Optimization using ReForge Methodology:

- Analysed user churn patterns across demographics and personas by identifying churn factors and underlying reasons based on underlined secondary data derived from user-triggered events on the app.
- Strategically optimized activation points for diverse user personas, leading to a 25% improvement in user activation, in collaboration with the growth team.
- **Impact:** Achieved an 18% reduction in user churn rates by providing targeted activation assistance within the app's initial days, resulting in enhanced overall engagement and retention metrics.

Additional Experience Highlights:

- Descriptive Analysis of User base: Conducted comprehensive analysis to understand user demographics, behaviour patterns, and engagement levels, providing actionable insights for strategic decision-making.
- Acquisition Analysis: Evaluated user acquisition channels and campaigns, resulting in a 15% increase in conversion rates and 20% reduction in cost per acquisition (CPA).
- Persona Analysis: Developed detailed user personas by segmenting the user base, leading to a 20% boost in user engagement rates.

Skills

Technical: SQL, Python, Data Build Tool (dbt), Google Analytics, Google Tag Manager, Google BigQuery, Amazon Redshift, Amazon Glue, Mixpanel, Amplitude, Microsoft PowerBI, Tableau, Looker Studio, Advanced Excel, Agile Methodolgy, Git.

Education

Master of Science (M.Sc.) Mathematics
Birla Institute of Technology and Science, Pilani Hyderabad Campus   Mar, 2020

Bachelor of Engineering (B.E.) Civil Engineering
Birla Institute of Technology and Science, Pilani Hyderabad Campus   Mar, 2020