

GAUTHAM M

Data Analyst

Chennai, Tamil Nadu • gautham2597@gmail.com • +91-7092702458 • [LinkedIn](#) • [GitHub](#) • [Portfolio](#)

PROFESSIONAL SUMMARY

Prevented \$22K+ in revenue loss, unlocked real-time visibility into \$3M+ in monthly ad spend, and cut reporting time by 90% — the kind of impact I have with analytics. With 5.5+ years of experience across SaaS, Quick Commerce, and financial services, I specialize in turning messy data into decisions that directly impact revenue, retention, and efficiency. Deep hands-on expertise in SQL, Python, Tableau, Airflow, and product analytics tools (PostHog, CleverTap), having built automated dashboards, MIS and investor reports, internal analytics tools, cohort models, A/B testing frameworks, and data pipelines that cross-functional teams across product, marketing, and leadership actually rely on daily.

PROFESSIONAL EXPERIENCE

Data Analyst II | [Zocket \(SaaS - AI Marketing\)](#) | Aug 2023 – Present

- Engineered a dashboard ecosystem using Tableau and Python/Streamlit, **cut daily report generation time by 3+ hours (90% reduction)**, and provided real-time KPI visibility to 20+ stakeholders across product, marketing, and leadership teams.
- Prevented \$22K+ in revenue loss** by auditing wallet balances and spotted critical Stripe and Facebook API integration issues that caused duplicate entries and incorrect spending limits.
- Revamped revenue calculation logic and reduced discrepancies by 15%**, ensuring accurate financial reporting for investor relations and executive decision-making.
- Leveraged CleverTap to map the user conversion funnel, identified critical drop-off points including mid-signup abandonment and payment page friction, **enabling the product team to address these gaps and drive a 4% improvement in paid conversion rate**.
- Built a comprehensive PostHog analytics dashboard for Bacon **integrating PostHog event data, database, and Meta campaign data** to track DAU/MAU, ROAS, cohorts, credit consumption, and tool usage patterns enabling the team to identify drop-off points and trigger targeted re-engagement notifications automatically.
- Deployed automated Airflow pipelines for Facebook and Snapchat ad spend ingestion, delivering **real-time visibility into \$4M+ in monthly ad spend, eliminating 3+ hours of weekly manual data collection**, and enabling the team to identify high-spend customers for targeted upsell campaigns to higher-tier plans.

Analyst | [Dunzo \(Quick Commerce - B2B\)](#) | Aug 2022 – Jul 2023

- Designed and **executed A/B testing** framework for promotional campaigns (coupons, banners), measured campaign effectiveness, and **improved merchant retention by 15% and order volume by 10%**.
- Developed attribution model for B2B operations that calculated session losses due to weather and curfew constraints, **optimized surge pricing which increased gross margin by 5%**.
- Established **automated performance tracking dashboard for 30+ sales and tele-callers**, delivered 20% productivity boost, and **reduced manual reporting time by 12 hours/week** through KPI monitoring dashboards.
- Optimized Tableau dashboard queries in GCP and **achieved 80% reduction in slot time** by optimising the joins and tables which also **slashed the query run time by over 4 hours**.

Location Manager | [Payment Frauds](#) | [HDFC Bank](#) | Feb 2021 – Aug 2022

- Examined 5,000+ historical fraud cases to contribute to build risk scoring models and rule-based detection systems, prevented losses exceeding Rs. 1 Crore, and reduced false positive rates by 10% through data-driven pattern recognition.
- Conducted trend analysis and demographic segmentation on cybercrime incidents (phishing, account takeovers, unauthorized transactions) across South India, created weekly and monthly Excel dashboards, and delivered data-driven insights to senior management and stakeholders across risk, compliance, and banking operations.

- Analyzed and contributed to data-driven alert mechanisms that processed millions of daily transactions, which achieved 95% accuracy in suspicious activity detection with sub-2-minute response time, and prevented Rs. 1.2+ Crore in potential losses.
- Investigated daily card, NetBanking, and UPI fraud cases by piecing together IP locations, device fingerprints, SMS OTP logs, and merchant transaction trails — **resolved 100% of assigned cases within TAT.**

Location Manager Risk | Retail Assets | **HDFC Bank** | Aug 2020 – Feb 2021

- Managed risk assessment for 10+ banking products (Personal Loans, Auto Loans, Credit Cards) with ticket sizes up to Rs. 50 lakhs. Created data presentations and reports tracking portfolio quality metrics, early mortality rates, and collection trends to inform risk mitigation strategies.

KEY PROJECTS

SaaS Revenue Analytics Platform | Built to solve a real gap — most early-stage SaaS founders track revenue in spreadsheets with no visibility into churn drivers or cohort health. The platform centralizes MRR/LTV/churn tracking, automates investor-ready PDF reporting, and flags at-risk subscription segments in real time.

ShareCharge - EV Charging Marketplace | Built to address the underutilization problem — millions of home EV chargers sit idle 20+ hours daily while drivers struggle to find charging spots. Marketplace connects private charger owners with EV drivers, with integrated booking, payments, and host earnings analytics.

Flash.co App - NPS Analysis | Identified that app review data was being ignored as an insight source. Scraped and analyzed 1,000+ Play Store and App Store reviews using Python, applied sentiment analysis to categorize user feedback, and built a Tableau dashboard tracking NPS trends — turning unstructured reviews into actionable product signals.

GitFolio | Built to solve the developer portfolio problem — GitHub profiles don't tell a story. Tool automatically analyzes public repositories, identifies contribution patterns, and generates a structured, shareable portfolio with AI-driven project suggestions. Removes the manual effort of portfolio curation.

TECHNICAL SKILLS

SQL & Databases : Advanced queries, Window functions, CTEs, Query optimization — MySQL, PostgreSQL, BigQuery.

Python : Pandas, NumPy, Matplotlib, Seaborn, Streamlit, API integration, Web scraping.

Visualization : Tableau (Desktop, Server, LOD expressions, Performance optimization) | Power BI (Dashboards, Power Query, DAX) | Looker Studio, Metabase, Redash.

Excel : Advanced Excel, XLOOKUP, INDEX-MATCH, Pivot tables, Slicers, Power Query, Power Pivot, Interactive dashboards

Product analytics : PostHog (Event analysis, Session replay, User paths) | CleverTap (Funnel analysis, Cohorts, A/B testing, Campaign analytics).

Data Engineering : Airflow (DAG development, Data ingestion) | Git (GitHub, GitLab) | Data and Database Modelling.

AI and Automation Tools : N8N, Zapier, Make, Cursor, AI Studio.

ANALYTICAL TECHNIQUES

SaaS & E-commerce : MRR/ARR - Movements (Expansion, Contraction, Churn) & Cohorts, Churn rate, Customer lifetime value, AOV, GMV, Retention cohorts, Payback period, NRR.

Marketing : CPA, ROAS, CTR, Attribution modeling, Campaign optimization, A/B testing, CAC to LTV.

Product : Cohort analysis, Funnel optimization, Customer segmentation, Usage analytics, Feature adoption, User activation.

EDUCATION

Master of Business Administration (MBA) - Marketing & Finance | Anna University | Jul 2018 – Jun 2020

Bachelor of Engineering (B.E.) - Mechanical Engineering | Panimalar Engineering College | Jul 2014 – Apr 2018