

AYUSH SAXENA

Data Analyst | SQL, Power BI, Python | Marketing, E-commerce and Supply Chain Analytics

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PROFESSIONAL SUMMARY

Data Analyst with 5+ years across analytics, AI and engineering. I turn SQL, Python and dashboard work into business results: customer acquisition cost down 28% and conversion up from 1.6% to 2.7% for a D2C brand at Digital Next Consultancy, and stock imbalance down 12 to 15% in global supply chain analytics at Tiger Analytics. Hands-on with LLMs since 2023, from freelance model evaluation for Deccan AI and Outlier to LLM analysis of customer reviews. MBA in Business Analytics at BITS Pilani (CGPA 8.88).

TECHNICAL SKILLS

SQL:	Joins, window functions, CTEs, subqueries, query optimisation
BI and Excel:	Power BI (DAX, Power Query, data modelling), dashboards, KPI tracking; Excel (pivot tables, Power Query, XLOOKUP)
Python:	pandas, NumPy, Matplotlib, Seaborn; scikit-learn basics (regression, classification)
Analytics:	EDA, A/B testing, cohort, RFM and funnel analysis, customer segmentation, data cleaning and validation, statistics
Marketing metrics:	CAC, LTV, ROAS, CVR, CTR, Meta Ads performance data
AI for analysis:	LLM evaluation, prompt writing, Claude Code, LLM text analysis, checking AI-generated queries and insights

PROFESSIONAL EXPERIENCE

Senior Data Analyst | Digital Next Consultancy (Remote) May 2023 - Present

- Segmented customers of a D2C brand with cohort and RFM analysis: customer acquisition cost down 28%, repeat purchase rate up 22%.
- Designed and analysed multi-variant A/B tests across the funnel, taking conversion rate from 1.6% to 2.7% (+69%).
- Tracked Meta Ads performance and kept ROAS between 2.4x and 2.8x as monthly revenue grew to Rs 2.5 to 3.5 lakh.
- Built a KPI dashboard for CAC, LTV, ROAS and revenue.
- Used LLMs to analyse customer reviews and feedback, turning unstructured text into inputs for pricing, ad spend and stock decisions.

Data Analyst | Tiger Analytics (Remote) Mar 2022 - Apr 2023

- Analysed 50K to 100K+ row supply chain and transaction datasets in SQL and Python to support inventory allocation across EMEA and North American markets.
- Engineered features from transactional, vendor and logistics data and built Order-Up-To models that cut stock imbalance by 12 to 15%.
- Built automated data validation checks on logistics data, making downstream BI reporting more reliable.
- Worked with ML and engineering teams to find and fix data quality gaps.

Programmer Analyst Trainee | Cognizant Technology Solutions Aug 2021 - Mar 2022

Joined after full-time industrial training at Cognizant (Feb to Aug 2021, final semester of BTech).

- Wrote a Python automation script that cut regression testing for CVS Pharmacy insurance claims systems from 40 minutes to 1.5 minutes (96% faster).
- Ran functional testing of claims workflows before release.

FREELANCE

AI Trainer | Deccan AI and Outlier (Freelance, Remote) Oct 2023 - Dec 2024

- Evaluated LLM responses for accuracy, clarity and helpfulness against detailed guidelines; wrote and graded prompts, annotated data and ran model QA across model versions, including multilingual content.

EDUCATION AND CERTIFICATION

MBA, Business Analytics | BITS Pilani (Work Integrated Learning), 2025 - 2027, in progress CGPA: 8.88 / 10

BTech, Computer Science and Engineering | Jaypee Institute of Information Technology, Noida, 2017 - 2021 CGPA: 7.3 / 10

Certified Analytics Associate | Tiger Analytics, 2022