

ANURAG PAWAN DUBEY

DIGITAL ANALYTICS ANALYST | GA4 | GTM | SERVER-SIDE GTM | BIG-QUERY | FIRESTORE/FIREBASE

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PROFESSIONAL SUMMARY

Digital Analytics Analyst with hands-on experience in digital measurement and 4+ years of overall experience across analytics and business analysis. Skilled in GA4, Google Tag Manager, Server-side GTM, BigQuery, Firestore/Firebase, Adobe Analytics, Ensign Tag Manager, Looker Studio, SQL, JavaScript, Python, Consent Mode v2, and e-commerce tracking. Experienced in end-to-end tracking implementation, ecommerce dataLayer validation, server-side tagging QA, attribution validation, value-based bidding enablement, dashboarding, and client-ready analytics documentation across ecommerce, retail, travel, automotive, and betting domains.

CORE SKILLS

Analytics & Tagging: GA4, Google Tag Manager, Server-side GTM, Adobe Analytics, Ensign Tag Manager, Google Campaign Manager, Floodlight, GA4 DebugView, Tag Assistant, e-commerce tracking, campaign tracking, UTM analysis, attribution analysis.

Cloud & Data: BigQuery, Firestore/Firebase, Google Cloud Platform, GA4 export schema, SQL-based validation

Privacy & Server-side: Consent Mode v2, OneTrust CMP, Google Tag Gateway/first-party tracking, server endpoint QA, consent-state validation

Programming & Analysis: SQL, JavaScript, Python, HTML, CSS, NumPy, Pandas.

Reporting & Measurement: Looker Studio, Power BI, Tableau, MS Excel.

Delivery & Documentation: TDR, BRD, tracking audits, pre-launch QA, post-launch QA, dataLayer validation, technical documentation, client reporting

PROFESSIONAL EXPERIENCE

Senior Analyst - Data Analytics | Brainlabs

25 Mar 2025 - Present

- Deliver advanced digital analytics projects across GA4, GTM, Server-side GTM, BigQuery, Firestore/Firebase, Google Cloud, Consent Mode v2, OneTrust CMP, and Looker Studio.
- Contribute to the Soteria value-based bidding framework using Server-side GTM, Firestore/Firebase, GA4, and Google Cloud to calculate dynamic profit margin for conversion values based on margin, booking month, route, product type, item ID, and e-commerce parameters.
- Build and validate Firestore lookup logic in Server-side GTM to fetch margin/business value data and pass adjusted conversion values to Google Ads and Floodlight for profitability-based optimisation.
- Debug custom Server-side GTM variables/templates, GA4 event parameters, Firestore lookup paths, fallback rules, and conversion value calculation issues.
- Build and validate BigQuery SQL logic to reconstruct GA4 session-level attribution fields such as source, medium, campaign name, and primary channel group using last non-direct click attribution and custom channel grouping rules.
- Conduct Consent Mode v2 and OneTrust CMP impact analysis to assess effects on GA4 users, sessions, conversions, Google Ads-imported conversions, and behavioural modelling.
- Perform Server-side GTM / Google Tag Gateway QA by validating first-party request routing, transport URL/server endpoint usage, measurement ID behaviour, consent-state signals, and conversion event tracking.
- Investigate GA4 reporting issues including landing page contamination, '(not set)' landing pages, PMA/Shopping segmentation discrepancies, attribution mismatches, and ecommerce revenue differences.
- Validate GA4 ecommerce and promotion tracking for view_item, add_to_cart, view_cart, begin_checkout, view_promotion, select_promotion, and purchase events, including dataLayer checks for creative name, creative slot, item revenue, product type, and campaign parameters.
- Prepare client-ready technical summaries, QA findings, audit notes, issue explanations, and recommendations for GA4, GTM, Consent Mode, ecommerce tracking, BigQuery attribution, and server-side tagging projects.

Analyst - Data Analytics | Annalect India

Dec 2023 - Mar 2025

- Delivered digital analytics tracking solutions using Google Tag Manager, Ensign Tag Manager, GA4, and Looker Studio.
- Executed tracking implementation lifecycles including requirement gathering, SDR/BRD creation, tag setup, rule configuration, pre-launch QA, post-launch QA, debugging, and documentation.
- Developed Looker Studio dashboards for GA4 properties to monitor KPIs, North Star Metrics, campaign performance, user behaviour, and business performance indicators.
- Supported Toyota AutoParts tracking implementation, including Floodlight tag setup and testing across Tier 1 and Tier 3 websites using Google Campaign Manager and Ensign Tag Manager.
- Validated website and ecommerce tracking using GTM Preview Mode, browser console, dataLayer inspection, network request debugging, and GA4 DebugView.
- Prepared QA reports, tracking documentation, technical issue summaries, and implementation recommendations for internal and client stakeholders.

Analyst - Digital Analytics | Ethinos Digital Marketing Pvt Ltd, Mumbai

Aug 2022 - Dec 2023

- Set up website and app tracking for clients using Google Tag Manager and Google Analytics to measure user interactions, campaign performance, and conversion journeys.
- Integrated Google Ads, Google Search Console, and BigQuery with GA4 properties to support campaign analysis, reporting, and optimisation.
- Developed custom dashboards using Looker Studio, Tableau, and Power BI to visualise complex data and deliver actionable insights to clients.
- Performed data analysis using Python, NumPy, Pandas, Scikit-learn, and SQL to identify trends, extract insights, and uncover optimisation opportunities.
- Applied machine learning techniques such as sentiment analysis, logistic regression, linear regression, and time series forecasting to support campaign and business performance analysis.
- Presented insights to clients clearly, highlighting key findings, performance trends, and recommendations for business growth.

SELECTED PROJECT HIGHLIGHTS

Soteria Value-Based Bidding | Firestore/Firebase + Server-side GTM

Implemented and validated a Firestore/Firebase-integrated value-based bidding framework using GA4, Web GTM, Server-side GTM, and Google Cloud. The solution calculates adjusted conversion values using route, booking month, product type, item ID, ecommerce parameters, and margin data stored in Firestore, supporting profitability-based bidding in Google Ads/Floodlight.

GA4 BigQuery Attribution Reconstruction

Built SQL logic to recreate GA4 session-level attribution fields for historical data, including source, medium, campaign, and primary channel group. Applied last non-direct click attribution and custom channel grouping rules to validate reporting accuracy against native GA4 fields.

Consent Mode v2 and OneTrust Impact Analysis

Analysed the impact of analytics consent changes on GA4 reporting, including users, sessions, conversions, Google Ads-imported conversions, and behavioural modelling. Reviewed consent-state behaviour, CMP reporting gaps, and measurement implications under advanced consent mode.

Server-side GTM / Google Tag Gateway QA

Validated first-party/server-side tracking implementations by checking GA4 request routing, server endpoint usage, measurement ID behaviour, consent-state signals, and conversion event tracking.

E-commerce and Promotion Tracking

Validated dataLayer structures for promotion views, promotion clicks, purchases, creative names, creative slots, item revenue, product-level parameters, and campaign query-string values.

EDUCATION

Bachelor of Technology (B.E) | Visvesvaraya Institute of Technology Bangalore

Intermediate / 12th Grade | Little Flower House 75%

High School / 10th Grade | St. John's Marhauili, Varanasi 82%

CERTIFICATIONS

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| • Python for Data Science | • Modern Artificial Intelligence and Machine Learning Basics |
| • Operations and Supply Chain Management | • Complete Digital Marketing with Google Analytics |
| • Python Language for Business Analytics | • Microsoft Power BI for Data Visualization |