Anurag Pawan Dubey
Analyst - Data Analytics
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Summary

Results-driven Data Analytics professional Experienced in business analysis/data analysis, website and app tracking setup, data visualization, and machine learning model development. Proficient in statistical mathematics, Python, SQL, Google Analytics, javascript and various data analysis and visualization tools. Committed to driving data-driven insights to optimize business operations and support strategic decision-making.

Work Experience

Analyst, Annalect India
December 2023 - Present

- Utilized Adobe Analytics, GTM, and Ensighten Tag Manager for comprehensive tracking solutions.
- Executed end-to-end tracking, including the creation of TDR and BRD, implementation of tags, performing pre launch QA, and post-launch QA.
- Developed Looker Studio dashboards for GA4 properties, highlighting KPIs and North Star Metrics.

Analyst, Ethinos Digital Marketing Pvt Ltd, Mumbai
August 2022 - December 2023

- Set up website and app tracking for clients using GTM and Google Analytics to track user interaction and drive data-driven insights leading to data-driven decision-making.
- Integrated Google AdWords, Google Search Console, and Google BigQuery with GA4 property for comprehensive data analysis and campaign optimization.
- Developed custom dashboards using Looker Studio, Tableau, and Power BI to visualize complex data and deliver actionable insights to clients.
- Performed extensive data analysis utilizing Python (NumPy, Pandas, Scikit-learn) to extract valuable insights, identify emerging trends, and uncover optimization opportunities, driving business growth and enhancing organizational performance.
- Leveraged machine learning techniques such as sentiment analysis, logistic regression, linear regression, and time series forecasting to enhance campaign performance and deliver value to clients.
- Presented data insights to clients in a clear and concise manner, highlighting key findings and recommendations to drive business growth.

Business Analyst, SimpelTech Labs Pvt Ltd, Bangalore
April 2022 - July 2022

- Collaborated with clients to understand their business requirements and effectively mapped them to the ERP software.
- Prepared comprehensive Business Requirement Documents (BRDs) and conducted software walkthroughs to ensure client satisfaction and successful implementation.
- Led end-to-end project management, including frontend and backend development, ensuring on-time delivery and seamless integration of ERP systems.
- Utilized ERP Next, MS Excel, MS PowerPoint, CSS, and JavaScript to bridge the gap between technical development and client understanding.
- Successfully managed customer touchpoints and provided ongoing support to optimize CRM and operational efficiency for clients.

Education

Bachelor of Technology in Civil Engineering
Visvesvaraya Institute of Technology, 2020

High School (10th grade)
St. John's Marhauli Varanasi
Percentage: 82%

Intermediate (12th grade)
Little Flower House
Percentage: 75%

Skills

- **Programming Languages:** Python (NumPy, Pandas, Scikit-learn), SQL, JavaScript
- **Data Analysis Tools:** Google Analytics, Google Tag Manager, Looker Data Studio, Tableau, Power BI
- **Web Technologies:** HTML, CSS
- **Others:** Google AdWords, MS Excel, MS PowerPoint, MongoDB, SVM, Logistic Regression, Linear Regression

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Certifications

- Python for Data Science (December 2022)
- Modern Artificial Intelligence and Machine Learning (Basics) (March 2022)
- Operations and Supply Chain Management (February 2022)
- Complete Digital Marketing (with usage of Google Analytics) (April 2022)
- Python Language for Business Analytics (April 2022)
- Microsoft Power BI for Data Visualization (May 2022)