

GAUTHAM M

Data Analyst

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PROFESSIONAL SUMMARY

Data Analyst with 5+ years turning data into decisions. I've recovered **\$22K** in revenue, cut reporting time by **90%**, and unlocked visibility into **\$4M a month** in ad spend. Starting in banking fraud and credit risk and now nearly 4 years into analyst roles across SaaS and quick commerce, I work cross-functionally with product, marketing, and leadership to build dashboards, ETL pipelines, and cohort and revenue analyses that feed WBR and MBR reporting, MIS, and investor data company-wide. Strongest in SQL, Python, and Tableau, with hands-on customer funnel and usage analytics and A/B testing.

PROFESSIONAL EXPERIENCE

Data Analyst II | Zocket (SaaS – AI Marketing) *Aug 2023 – Present*

- Built a set of dashboards in Tableau and Python/Streamlit that cut daily report generation by more than 3 hours (a **90% reduction**) and gave 20+ stakeholders across product, marketing, and leadership real-time visibility into their KPIs.
- Discovered that reported revenue was overstated by about **15%**, then ran a root cause analysis, cleaned the underlying data, and rebuilt the revenue-calculation logic to correct it and reconcile reporting to actuals. This gave investor relations and leadership accurate MRR to work with.
- Audited wallet-balance reconciliation across the Stripe and Facebook Ads API integrations using SQL. Found duplicate transaction entries and miscalculated spending limits that were quietly overcharging the platform, improving data quality and flagging the fix that recovered roughly **\$22K** in lost revenue.
- Mapped the user conversion funnel in CleverTap and found the main drop-off points, like mid-signup abandonment and payment-page friction. The product team used this to close those gaps and lift the paid conversion rate by **4%**.
- Built a PostHog dashboard for Bacon that brought together PostHog events, the product database, and Meta campaign data to track DAU/MAU, ROAS, cohorts, credit consumption, and tool usage. It surfaced drop-off points and triggered automated re-engagement notifications.
- Set up automated Airflow ETL pipelines to ingest Facebook and Snapchat ad-spend data, which removed 3+ hours of manual collection each week and gave the team live visibility into around **\$4M a month** in spend. This helped them spot high-spend accounts for upsell.

Analyst | Dunzo (Quick Commerce – B2B) *Aug 2022 – Jul 2023*

- Designed and ran an A/B testing framework for promotional campaigns like coupons and banners, using statistical analysis to measure how well they worked, and improved merchant retention by **15%** and order volume by 10%.
- Built a B2B attribution model that quantified session losses caused by weather and curfew constraints, and used it to optimise surge pricing, which increased gross margin by **5%**.
- Created an automated performance-tracking dashboard for 30+ sales and tele-callers that delivered a **20% productivity boost** and cut manual reporting by 12 hours a week.
- Optimised the BigQuery queries behind Tableau dashboards by restructuring joins and pre-aggregating tables. This cut slot consumption by **80%** and reduced total run time by over 4 hours, which lowered GCP query costs and made dashboards refresh faster for everyone using them.

Payments Risk – Location Manager | HDFC Bank *Feb 2021 – Aug 2022*

- Analysed thousands of fraudulent transactions across customer demographics, IP geolocation, SMS and OTP logs, and merchant transaction velocity to work out the patterns that separated genuine fraud from false alarms.
- Turned those patterns into the decision rules the team used to either auto-reject high-risk transactions or call the customer to confirm before the transaction went through. This cut false-positive rates by about **10%** and supported over **₹1 Crore** in loss prevention.

- Ran trend analysis and demographic segmentation on cybercrime cases like phishing, account takeovers, and unauthorised transactions across South India, and delivered weekly and monthly dashboards to leadership across risk, compliance, and banking operations.
- Investigated card, NetBanking, and UPI fraud cases by piecing together IP locations, device fingerprints, OTP logs, and merchant transaction trails, and resolved **100%** of assigned cases within TAT.

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

- Assessed credit risk across the full retail loan range, including personal loans, two and four-wheeler loans, gold loans, and loans against property. Verified customer documents, checked the source of each loan, flagged cases with multiple loan disbursements into the same account, and worked on recovery.

KEY PROJECTS

- **SaaS Revenue Analytics Platform.** Founders and finance teams burn hours wrangling revenue in spreadsheets. Built a platform where a single upload instantly produces C-suite and investor-level metrics: MRR movements (new, expansion, churned, retained, reactivated), cohorts, new vs repeat revenue, and more, turning a manual reporting grind into one import button.
- **Statement Wizard.** Most PDF statement parsers fall over on large or multi-page files, breaking formatting and returning inconsistent results. Built a tool that reliably converts bank and credit card statement PDFs into clean Excel with reconciliation built in, even where the AI-based tools fail.
- **Flash.co NPS Analysis.** App store reviews were a goldmine of product feedback nobody was reading. Scraped and analysed 1,000+ reviews in Python with sentiment analysis, and built a Tableau dashboard tracking NPS trends so the team could act on what users were actually saying.
- **SchemaSight.** In most organisations only a handful of people understand how the database tables actually relate, which makes onboarding and knowledge transfer painful. Built a tool that takes a schema and instantly maps every relationship, key, and column type, so anyone can understand a database without a walkthrough.

TECHNICAL SKILLS

SQL & Databases: Advanced queries, window functions, CTEs, query optimisation. MySQL, PostgreSQL, BigQuery, Amazon Redshift

Python: Pandas, NumPy, Matplotlib, Seaborn, Streamlit, API integration, web scraping, data cleaning and wrangling

Visualisation & BI: Tableau (Desktop, Server, Prep Builder, LOD expressions, performance optimisation), Power BI (DAX, Power Query), business intelligence (BI) dashboards, 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: ETL pipelines, Airflow (DAG development, data ingestion), data quality and validation, Git (GitHub, GitLab), data and database modelling

Automation & Reporting: Reporting automation, scheduled report delivery, and alert/notification workflows built with n8n, Zapier, and Make; API and webhook integrations connecting databases, ad platforms, and Slack/email; Cursor and AI Studio for AI-assisted workflows

ANALYTICAL TECHNIQUES

SaaS & E-commerce: MRR/ARR movements (expansion, contraction, churn), cohorts, churn rate, LTV, AOV, GMV, retention cohorts, payback period, NRR

Marketing: CPA, ROAS, CTR, attribution modelling, campaign optimisation, A/B testing, CAC-to-LTV

Product: Cohort analysis, funnel optimisation, root cause analysis, customer segmentation, usage analytics, feature adoption, user activation

EDUCATION

MBA – Marketing & Finance | Anna University *Jul 2018 – Jun 2020*

B.E. – Mechanical Engineering | Panimalar Engineering College *Jul 2014 – Apr 2018*