ACTIKNOW

Karan Kathuria

BI Consultant

karan.kathuria@actiknow.com

Professional Summary

Overall 3 yrs. of experience in BI Analytics. Have extensive experience in industry wide BI Tools like Tableau, Qlikview etc.

Worked on data management using tools such as SQL Server ,Access, Google Big Query and have domain knowledge of Pharmaceutical, e-commerce, payroll and logistics.

Good Understanding in:

Business requirements gathering

1. KPI framework design
2. BI Tools and data modelling

Education and Skillset

Educational Qualifications

- Bachelors Degree in Technology (Electronics and Communication) from Amity University, Noida

Tools Expertise

- Excel, Access, PowerPoint, API Development
- Tableau, Qlikview
- SQL Server, Google Big Query

Analytical Skills

- Marketing & Social Media Analytics
- KPI Rationalization & Reporting
- Digital Analytics

Role Based

- Analytics & Consulting
- Account Management
- Team Handling
- Project Management

Projects Experience

1. Title: ROI and KPI Analysis

Objective: The goal for the project was to find core KPIs that will improve METER EFFICIENCY, driving adherence and better TESTING FREQUENCY, Attracting and RETAINING intensive insulin users, staying abreast and MOVING AHEAD OF THE COMPETITION.

Roles & Responsibilities: Responsible for designing solution framework for calculating the below KPIs

- KPI Definitions
- ROI (Return on Investment).
- Customer Lifetime Value (LTV).
- Engagement Index.
- NPS (Net Promoted Score).
- Churn Rate (Attrition Rate).
- Registration of Meters.

Tools Used: Excel, Tableau

2. Title: Campaign Analysis

Objective: To evaluate impact of different campaigns using different channels (email, GA, events, social etc.) using B2B marketing tool Pardot.

Roles & Responsibilities: Lead consultant for assessment of impact of digital promotions on sales. Development of dashboards for showing leads conversions for different types of campaigns using some parameters (reach, revenue, relation and reputation). Tools Used: Tableau, PostgreSQL

3. Title: ATM Monitoring - Live monitoring of Uptime and Downtime of ATM

Objective: Identify core regional KPIs for performance, perception and activity, and the data/definitions/mappings required to track these KPI.

4. Title: Financial Analysis - Statements like Balance sheet, Cash flow and P&L.

Objective: Development of Balance sheets and profit and loss statements using financial data fetched from QuickBooks in Qlikview.

5. Title: Financial force and Sales force dashboards

Objective: Development of Balance sheets and profit and loss statements using financial logics, ARR and MRR representations using waterfall charts etc. in Tableau.

6. Title: Traffic Analysis - E Learning Website

Objective: Development of dashboards for showing subscriptions, daily traffic metrics. Making visualizations for most clicked areas with the help of heat maps etc.