Utkarsh P

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Data Analyst with experience analyzing product, marketing, and operational data using SQL, Python, Excel, and Power BI. Adept at transforming raw data into growth drivers focusing on defining KPIs, cleaning data, analyzing trends, and delivering insights that drive business decisions and revenue.

Technical & Core Skills

- SQL
- BigQuery
- Funnel Analysis
- Python (Pandas, NumPy)
- Google Analytics (GA4)
- Cohort Analysis
- Power BI (DAX)
- Mixpanel
- Segmentation Analysis
- Microsoft Excel
- Statistics
- A/B Testing

Experience

Taylor & Francis — London, UK

Marketing Analyst — *Aug 2024 – Oct 2025*

- Achieved £2.8M in marketing-attributed revenue target by developing a last-touch attribution model in SQL that identified high-performing channels, resulting in a 20% budget reallocation from underperforming social ads toward high-converting webinar series.
- Exceeded annual corporate submission targets by 7% (2,550 vs. 2,387) by utilizing SQL to identify high-CPA channels and reallocating budget toward higher-yield subject areas based on Google Analytics conversion data.
- Optimized email engagement for 50+ journals by implementing data cleaning and Cluster Analysis in Python to segment corporate pharma research scientists and authors based on historical interaction data.
- Saved 12+ hours weekly in reporting overhead by automating a global marketing performance suite in Power BI utilizing DAX to calculate dynamic ROAS and conversion trends.

Argos (E-commerce) — London, UK

Data Analyst — *Aug 2023 – Jul 2024*

- Analyzed 92K+ sessions and 25K+ orders across a 4.5-year window using SQL, Python, and GA4 event data to run end-to-end funnel analysis, establishing a 27.8% session-to-purchase conversion baseline and isolating cart abandonment as the top revenue-recovery lever.
- Surfaced a 59% cart-abandonment gap by segmenting funnel drop-off across device and channel, quantifying that a 3-point reduction would yield 1,800+ additional purchases and flagging email as the worst-converting touchpoint.
- Built RFM segmentation on 14.5K customers using SQL (NTILE quintiles) over reusable dbt-modelled views, revealing that 35% of customers drove 57% of revenue, and flagged a high-value lapsed segment (£366 avg. spend) as the priority reactivation target for CRM.
- Delivered Power BI report consolidating funnel, cohort analysis across 54 monthly cohorts (51% repeat-purchase rate), and segment insights for marketing leadership, replacing manual reporting with a self-serve KPI suite.

DebtStream (SaaS Fintech) — London, UK

Product Analyst — *Jun 2022 – May 2023*

- Drove a statistically significant +4.4pp lift in repayment-plan setup ($p<0.05$) through A/B testing on 1,936 customers in BigQuery and Python, using two-proportion z-tests to validate significance, a recovery uplift worth an estimated £150K+ annually scaled across the £10M portfolio.
- Diagnosed a 62% drop-off between invite delivery and journey entry through funnel analysis of 9-stage customer journey events in Mixpanel and BigQuery, identifying digital engagement and identity verification as the highest-impact friction points for product fixes.
- Protected recovery value by exposing a 40% broken-plan rate and proving that affordability-assessed plans sustained materially better, recommending an assessment-first flow for high-balance, aged-debt segments where commercial exposure was concentrated.
- Shipped an executive Power BI suite tracking recovery rate, payment conversion, and plan sustainability by client portfolio and balance band, enabling per-client benchmarking across the B2B book.

Byju's (EdTech) — Bengaluru, India

Data Analyst — *Jul 2020 – Nov 2021*

- Exposed a 22-point conversion gap tied to early engagement by analyzing 10K+ student journeys and 106K+ app sessions in SQL, Python, and Mixpanel, showing students with 4+ first-week sessions converted at 25% vs. 3% for inactive signups.
- Reallocated acquisition spend by building CAC/LTV models across 6 channels, exposing a 15x LTV:CAC spread between Referral/Organic and Paid Social and redirecting budget toward high-quality, high-intent channels.
- Explained 43% of student LTV variation with a leakage-controlled linear regression in Python and drove churn analysis identifying first-week sessions and quiz activity as the strongest retention drivers, informing onboarding nudges for at-risk students.

Education

Coventry University, London — **April 2023**

MSc Management (Data Analytics Specialization) - Distinction