



# Shiv Bhanu Singh

## Senior Data Analyst

Motivated and enthusiastic Analytics Professional with a successful track record in delivering impactful insights and showcasing strong analytical skills and problem solving to drive growth in KPIs. I thrive in fast paced data-driven environment and ensure timeliness and accuracy.

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## WORK EXPERIENCE

### Senior Data Analyst Nov 2021 - Present Meesho Bengaluru

*Online platform Democratising e-commerce in India.*

- Leading a team of 3 analyst and collaborating with business stakeholders to collectively manage data analytics of user experience.
- Accountable for creating and maintaining operational dashboards reflecting KPIs directly impacting user experience.
- Enhanced user experience by successfully reducing key metrics :Late Dispatch, Cancellations by **25%** and Last Mile Quality issues by **5%**.
- Conducted multiple **A/B testing** to assess the impact of product initiatives, such as POC vernacular( **+2%** retention), NPS channel( **+10%** fill rate).

### Business Analyst Apr 2021 - Nov 2021 OLA Bengaluru

*App-based ride-hailing service.*

- Led weekly discount rollout for various categories across India and international markets, ensuring optimal demand metrics.
- Successfully developed monthly plan in coordination with the Business Finance to target YoY growth of **30%**.
- Delivered discounting plans leading to a **12%** growth in ANZ & London.
- Discount rollout time slashed from **2 days** to **3 hours** by streamlining and automating the entire process.

### Data Analyst July 2019 - Apr 2021 Myntra Bengaluru

*Fashion and Lifestyle e-commerce company.*

- Part of the Sell-side team accountable for Revenue, Discounting, Visibility and Supply planning and its execution.
- Managed a portfolio of **50+** men's brands, with a Daily Run Rate of ₹80 M.
- Achieved a remarkable **45%** year-on-year **growth** in revenue (**120%** achievement) in FY20.
- Automated multiple sales and visibility reports using **Python** and built **Tableau** dashboards to generate quick business insights.

## EDUCATION

### Bachelors in Technology - Civil Engineering Indian Institute of Technology, (BHU) Varanasi

2015 - 2019

8.63 CGPA

### CBSE Boards (HSC) Central Hindu Boys School

2015

96%

## TECHNICAL SKILLS

### Programming Languages

SQL, Python, R

### Analytics Tools

Jupyter, Databricks, Excel, Mixpanel.

### Data Visualisation

Tableau, Metabase, Microstrategy, seaborn, ggplot, PowerBi.

### Statistical Techniques

Hypothesis Testing, A/B Testing, Regression.

## PERSONAL PROJECTS

### Instacart Customer Analysis (2023)

- Analysed 3.4M orders on instacart to understand what customers buy and how often.
- Key insights: Fresh organics lead in orders; fruits prompt reorders; weekend and monthend peak.

### Expense Tracker (2023)

- Built a dashboard to keep track of my daily expenses. Transformed email data into structured format.
- Related info was fetched from transaction mail using **Python**.

## CERTIFICATES

IBM Data Science, Coursera  
(11/2022 - 02/2023)

Statistical Inference, Coursera  
(12/2022 - 02/2023)

## AWARDS AND RECOGNITIONS

### Meesho Hackathon Winner (2023)

*No-Code Analytics bot wherein users could prompt and get SQL query along with Visualization.*

### Extreme Ownership | 90% Impact 50% Time (2021-2022)

*Offered expert solutions, enriched brainstorming with data-driven insights.*

### Great Together | Aim High (2020)

*Demonstrated exceptional collaboration and exceeded sales targets by going above and beyond.*