



Suryansh Jaiswal

Total Work ex – 6 years

Manager Data Analytics

Email- suryansh90jaiswal@gmail.com

Ph.no-8969230070

Summary: - In this Volatile, Uncertain, Complex and Ambiguous world decisions taken after impeccable analytics gives you a safety of an airbag and returns of an investment in gold. My expertise lies in working with complex data sets and weave a story around them, starting from visitor's first glance at your digital assets right down to how he/she falls in love with you along with his/her credit card.

Professional Expertise

- Σ Adobe analytics Implementation architecture across website and apps
- Σ Business Consulting and Insights using Web traffic data
- Σ Building CRM strategies and campaigns
- Σ Setting up A/B test to optimize user experience
- Σ Optimizing Marketing campaigns
- Σ Team Management

Technical Skills

- Σ Adobe Analytics (Site Catalyst)
- Σ Google Analytics
- Σ Optimizely, Visual Website Optimizer, Adobe Target, Firebase, Optimize (A/B testing)
- Σ Gamooga, Appsflyer, CleverTap (Outbound Marketing)

Professional Experience

NYKAA.com (FSN-E-Commerce ventures limited) Aug 2016- Present
Manager Data analyst

- Σ Responsible for setting the entire analytics setup of the company
- Σ Implementing Adobe analytics on website across Website and apps for Nykaa's Different Apps and website (Nykaa.com, Nykaafashion.com, Nykaaman.com)
- Σ Working closely with Cxo's and Strategy team to improve the customer experience Across channel using data
- Σ Provide actionable insights to different teams to improve their respective KPI's
- Σ Train different business unit on Omniture and Google analytics
- Σ Perform A/B test to optimize the website to improve Conversion

Projects

Marketing (CRM) : Increase visitors on sale section as Only 30% visitors visit sale section

- Σ Performed Visitor journey analysis of the visitors not visiting our sale section
- Σ Based on data ran a live campaign to help these people discover our best offer

-
- Σ The visitor visiting our sale increased by 24% from 30% to overall 54%
 - Σ The Real-time campaign increased the overall revenue by 10%

Brand Project: Identifying the cause of drop in sale of a prominent Brand over the course of 2 months

- Σ The Cart Add/Product Views was 8% in 1st month and 11% for 2nd Month
- Σ While orders/Cart additions remained at 8% for all the three months
- Σ Identified problem as the steep drop in the product views by 48% in 2 months
- Σ Optimized the banner which resulted in an increase of 37% in click through rate
- Σ Product views increased by 17% through banner optimization
- Σ Sent segmented push notification resulted in 20% increase in product views
- Σ The overall impact helped to increase the revenue of the brand by 20%

Professional Experience

eClerx Services Ltd,Mumbai

May 14th,2015- July 2016

Process Manager (Web Analytics SME)

- Σ Lead team of talented folks to provide web analytics solution to different clients
- Σ Provided business critical insights into web visitor behavior
- Σ Conceptualized and developed highly interactive excel dashboards
- Σ Conducted QBR to understand the gap in the service provided and expected

Projects

Cart Funnel Optimization: Identify the area of improvement in checkout funnel and decrease the drop from the checkout funnel (American Cable and Telecom Giant)

- Σ Checked the fall out rate at each step-in checkout funnel
- Σ Pinpointed 2 steps where the fallout was significantly higher
- Σ Suggested changes to be implemented in the funnel
- Σ A/B test was conducted on 20% of the traffic with the recommended changes
- Σ The A/B test showed an improvement of 40% in the fall out rates at the highlighted Checkout point

Steep Drop in Sales – Identifying the cause in steep drop in sales for the last two days

- Σ The sale steeply dropped by 20% over a period of 2 days
 - Σ Analyzed different navigational methods on the website through which the orders can be places
 - Σ All the drop was attributed to search of the website
 - Σ Although the number of searches were same
-

-
- Σ Upon further analysis the reason from drop from search was found out to be increase In 0 results found when searched
 - Σ The cause of the issue came out to be tagging of many keywords in correctly which Was throwing 0 results
-

Professional Experience

Vindyavasini Enterprises Process Manager

June,2011- May 2013

Retail

- Σ Computerized the retail store billing process to reduce paper work
- Σ Improved the stock replenishment process by using stock tracking software
- Σ Increased sales by 30% by providing home delivery in case of large orders

Restaurant

- Σ Redesigned the menu and the operational process to cut cost and increase Efficiency
 - Σ Replaced steel utensils with plastic disposable plates to reduce staff resulting in cost saving and improving hygiene
 - Σ Restructured the compensation plan to reduce attrition of cooks during wedding season
-

Academic Qualification

Goa Institute of Management PGDM (Marketing)

2013-2015

Guru Gobind Singh Indraprastha University Bachelor of Business Administration

2008-2011

Achievements and extra curriculars

- Σ Secured second position at Analytics superstar organized during Adobe symposium 2017
 - Σ Consulting and helping consulting firms in publishing whitepapers and latest e-commerce trends (Redseer consulting)
 - Σ Captained district team in Hemant trophy and captained college cricket team in 2009
 - Σ Started an online fitness community FITNESS VIRUS to increase awareness about fitness
-

