

Balaji Senthilkumar

Data Analyst, PayPal | Chennai, India

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Technical Skills

Programming Languages:

SQL, Python, R, Bigquery

Data Visualization:

Tableau, Looker, Qlikview, Power BI

Data Pipelines:

Google Bigquery, AWS, Teradata, Snowflake, SQL Server, Airflow

ML Algorithms:

Regression, Classification Techniques, Clustering Algorithms, Recommendation Systems.

MS Office

Excel, Powerpoint

Data Analytics Skills

Product Analytics

A/B Testing

Web Analytics

Marketing Analytics

ETL Data Pipelines

Statistical Analysis

EDA

Customer Segmentation

Checkout Conversion Optimization

Skills

User Research

Attention to Detail

Problem Solving

Time Management

Written and Verbal Communication

Profile Summary

A passionate Data Analyst with 3.5+ years of work experience predominantly worked in Fintech and Payment Systems. Worked with multiple firms in the past with profound expertise in Product Analytics, Customer Portfolio and Customer Acquisition Analytics, A/B Testing, Pricing Strategies, Pre-Post Analysis in Product and Web Analytics.

Work Experience (~3.5 Years)

PayPal

July 2021 - Present

Data Analyst -2

Chennai, India

Product Analytics:

- Performed **user journey analysis** to improve user engagement which helped the **product design team** to identify **pain points, drop-off points and areas for improvement**.
- Performed **in-depth analysis** and **deep dives** to provide recommendations into **key performance metric and goals and communicated metrics performance trends** and other key indicators to stakeholders.
- Defined and analyzed metrics** that **measure the success of new features to monitor the health of product checkout funnel** across markets.
- Created the **data pipelines using Airflow** and **automated the refresh procedures**.

Customer Engagement Analytics:

- Part of Customer Portfolio Analytics team handling **customer acquisition strategy and engagement metrics** for PayPal International Markets comprising over **100+ countries**.
- Developed a **Machine Learning model** using **Clustering and segmentation Techniques** for **Customer Segmentation** based on their **Transactions and behavioral pattern** which helps the Marketing teams for **improved targeting of Marketing campaigns** which further enhances Activations and Re-Engagement.

A/B Testing:

- Instrumental in **planning, setting up, and analyzing** the success of **numerous AB tests**, Pre-Post analysis for various design modules on a webpage.
- Created a framework to **track test vs control performance** of all the **experiments focused on checkout conversion optimization**, in a single tableau dashboard. This helped track the **statistical significance of experiments**, get product-level and region-level insights and understand user drop-off points.

Work Experience (~continued)

Latentview Analytics

July 2019 – April 2021

Data Analyst

Chennai, India

Web Analytics:

- Worked extensively on **driving organic traffic and clicks to the monetizing pages** and provided analytics support on the **shopping performance across web pages** and presented learnings around impressions and customer pathing behavior to **enhance Click Through Rate and Conversion Ratio**.
- **Analyzed performance of various webpages** and related to the content which helped the content team streamline their content performance goals.

ETL

- **Performed Data modelling** for extraction purposes from source database to target database; **created LDM and PDM models and ETL data pipeline** for seamless extraction of data.
- Performed **data transformation** according to requirements **using SQL**.
- Worked closely with **data warehouse team to investigate** any discrepancies in data or **data quality issues** and find solutions for the same.

Data Visualizations:

- **Built numerous Tableau dashboards** in agile methodology for product team which helps them in **monitoring various marketing initiatives and product performance** metrics across different markets.
- Ad-hoc report demanding for **enhancement of dashboards with new feature additions/modifications** and inclusion of **new KPI's based on Tableau calculation**.

Marketplace Analytics

- Directly worked with product managers across different business verticals (Credit Cards, Loans, Insurance, Investing) in **evaluating the performance of products** and provided actionable insights **for improving the business in terms of conversion and revenue**.
- Created a pre-qual flow based on credit score of users which helped in 30% lift in overall revenue and helped business team in optimizing credit card recommendation module.

Internal Projects

Product Assortment | Marketplace Analytics

July 2020- August 2020

Implement Affinity analysis using Apriori algorithm on the client's product assortment to capture the change in customer behavior due to Covid-19 pandemic. Insights were utilized for designing promotional campaigns and Page redesign in a view to increase Click through rate and User Conversion.

Algorithms used: Recommendation Systems Algorithms

Education

Anna University

July 2013 – Apr 2017

Bachelor of Mechanical Engineering, **CGPA 7.0**

Chennai, India

Core Competencies

Presentation, Business Analysis, Business Communication, Data Analytics, Data Science, Machine Learning

Activities

- Completed Industrial training program in Artificial Intelligence and Advanced Analytics, CAIA, Chennai.
- Treasurer of College Symposium Committee 2016
- Top 10 position at National Level Robotics Project Presentation Conference. 2016

