Faizan Khan

I have gone through an accelerated career progression, having 5 years of experience in helping organizations institutionalize data driven decision making.

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Experience

Unacademy — *Lead, Analytics*

June'20 - Present

- Delivering strategic & data-driven business insights to founders & leadership teams for improving sales & product initiatives

- Setting up a business analytics team with a complete data stack to democratize data driven insights across organization

- Successfully on-boarded various SaaS tools like Tableau, WebEngage, Mixpanel, Stitch, Branch.io etc., to improve data stack

HealthifyMe — *Head of Analytics*

Apr'19 - Feb'20

- Owned the analytics effort & leveraged real time data to deliver 100% sales target across business teams
- Productized dashboards to enable 90% accurate & real time KPIs monitoring, saving 4 man hours per day
- Helped increase the conversion for the subscription business by 50 % by A/B testing & establishing correlation across impact metrics
- Performed cohort analysis & customer segmentation to Improve overall NPS by 30 % & increase retention by 10 %

Mu Sigma Inc. — *Apprentice Leader*

Oct'18 - Apr'19

- Co-led a 15 member team ($ 2 M portfolio) to deliver advanced analytics projects to a fortune 100 technology organization
- Developed propensity model with 78% accuracy resulting in cost savings of $ 80 M
- Designed a time series forecast with 10 % better forecast & hence replacing the traditional heuristic estimations

Mu Sigma Inc. — *Decision Scientist*

Mar'18 - Sep'18

- Lead a team of analysts to deliver high impact analysis to product teams by explaining fluctuations in search monetization KPIs
- Analyzed & quantified the impact of space usage cuts on monetization for publishers

Skills

Tools

- SQL, MS Excel, R, SAS, Python
- Tableau, Power BI
- Clevertap, Google Analytics, Mix Panel

Techniques

- Exploratory Data Analysis, Hypothesis Testing, Machine Learning, A/B Testing

Education

Bachelors in Technology — *Chemical Engineering*

Jun'11 - Sep'15

Visvesvaraya National Institute of Technology, Nagpur -

6.97 / 10

Higher Secondary Certificate — *PCM {BIEAP}*

May'08 - Jun'10

FIITJEE Junior College, Hyderabad, Andhra Pradesh

85.8 %

Secondary School Certificate — *MSBSHSE*

Jun'07 - Apr'08

Jaycees English Secondary School, Bhandara, Maharashtra

92.92 %

Mu Sigma Inc. — *Strategy & Operations Associate*

Mar'17 - Feb'18

- Worked with the leadership team to conceptualize & execute multiple corporate, business & operational strategies for the organization resulting in 10 % growth & 20 % decrease in operating cost.
- Past assignments include compensation structure, demand-supply tool, go to market sales model, talent strategy for campus hires, etc.

Mu Sigma Inc — *Trainee Decision Scientist*

Oct' 15 - Feb'17

- Designed a decision board for monitoring key business metrics for $ 4 billion worth marketing spends of US Pharma
- Created a tool to use real-world data in order to analyze patient journeys & behavior

Interests

I am a national level baseball player & an endurance athlete.

When I am neither at work nor playing, I love to go on an adventure with a backpack, a book and a camera.

Awards

Spot Award I - Mu Sigma

Mar'17 - Feb'18

Great quality work, high enthusiasm & always wanting to create impact in every little thing he does. His org level consciousness & ability to make connections is brilliant. Always improving himself from feedback.

 - Anila Rao KP
India Leadership - Strategy, Planning & Operations

Spot Award II - Mu Sigma

Mar'16 - Oct'16

For program managing & scaling experience hacks across the organization

- Sinjini Thakurta
Apprentice Leader - Marketing