DHIRAJ KUMAR SAHU

Senior Product Analyst

Seasoned Senior Product Analyst with over 5 years of experience in HR tech, e-commerce, and travel industries. Proven expertise in market analysis, strategy formulation, and driving customer satisfaction. Skilled in optimizing product features and enhancing user experience. Experienced in conducting comprehensive market research and product optimization.

Contact

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Bengaluru, India

Education

Bachelor in Technology

NIST, Berhampur

2013 - 2017

Skills

Data Analysis

SQL, Python ,Excel, Spreadsheet

Visualization

PowerBI, Tableau, Periscope, Looker Studio

Product Analytics

Amplitude Analytics, MixPanel

User Behavior

Google Analytics, MixPanel, Clvertap, Adobe Analytics

Problem Solving

Root Cause Analysis, Critical thinking, Story-telling

Marketing Analytics

GTM, AdWords, MS Analytics

Experience

Senior Product Analyst

Talent inc. Dec 2022 - Present

1. Root Cause Analysis (RCA) for Conversion Drop: Conducted RCA to identify factors behind a conversion drop, leading to actionable insights and improved conversion rates.
2. Conversion Optimization in India: Developed and implemented strategies to enhance conversions in the Indian market, resulting in increased revenue.
3. Segmentation Analysis: Conducted detailed segmentation analysis to identify key customer segments and behaviors, informing targeted marketing strategies.

Product Analyst

Bikayi Feb 2022- Dec 2022

1. Conversion Rate Optimization (CRO) Initiative: Led a successful CRO project resulting in a X% increase in conversions through A/B testing and data-driven optimizations.
2. User Segmentation Analysis: Conducted detailed analysis to categorize user segments, guiding targeted marketing strategies and improving user engagement.
3. Competitor Benchmarking: Analyzed industry trends and best practices through competitive analysis, informing strategic decisions in product development and marketing.

Data Analyst

TBO Holidays Jan 2021 - Feb 2022

1. Agent Performance Analysis: Created insightful reports for agent performance analysis across different locations, driving strategic decisions.
2. Dashboard Development: Leveraged Power BI for effective dashboarding, providing clear insights into company performance and aiding in decision-making processes.

Data Analyst

TBO Holidays Oct 2018 - Jun 2020

1. Performance Reports Compilation: Compiled performance reports for agents across different locations, providing valuable insights for strategic decisions.