Sumeet Kumar

#2357, Sector – 50 – C, Chandigarh

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| SUMMARY  | • Web/Data/Business/Social Media Analyst with 7+ years of experience in data handling and analysis.• Out-of-the-box thinker strives for innovation and dynamic reasoning.• Performs effectively within group atmosphere and continuously strives for improvement by education and work experience. |
| EDUCATION  | **Bachelor of Technology** in Electrical Engineering, **Graduated 2010**Punjab Technical University, Jalandhar, Punjab. |
| SKILLS  |  Google Analytics Certified | IBM Unica NetInsight | Omniture Adobe SiteCatalyst | Microsoft Excel | Microsoft Visio| SAP BO [EDW] | SQL Server Integration Services [SSIS] | SQL Server Analysis Services [SSAS] | SQL Server Reporting Services [SSRS] | ETL | SQL Server 2008 | Radian6 | Salesforce | Google AdWords | Cloudera Hadoop | Eloqua | Tableau | Hive | R | Marketo | Alteryx |
| EXPERIENCE | **Grazitti Interactive,** May 2017 – Present, Senior Business Analyst• Analyze business data, creating BI and predictive analytics solutions as per business requirements.• Documentation of business/ data processes and repository maintenance.• Act as a liaison between other teams, work on multiple and parallel projects.• Write logical, comprehensive, concise reports; communicate effectively. • Work on techno-functional assignments that may also involve writing code.• Handle objections of customers tactfully.• Acquire Subject matter expertise in the assigned functions and activities.• Mentor and train junior team members of the team.**Jugnoo,** April 2016 – May 2017, Manager - Operations Analytics• Manage day to day operations for all the cities aligned. • Identify trends looking at Qualitative and Quantitative Data and take important decisions that will impact growth• Implement strategies for growth and build road map for future• Manage a Cross functional team and co-ordinate with key internal stakeholders to design best-in-class solutions.• Challenge and improve existing analytical capabilities through development new tools or processes that offer scalable opportunities• Analyze around 200 data points for different cities on daily, weekly and monthly basis• Researching new technologies and alternative methods of efficiency**KPMG Global Services,** September 2014 – April 2016• Prepare analytics reports for internal portals using Web Analytics tool – NetInsight• Prepare content quality reports for internal portals and generate insights around content lifecycle depending on it usage• Prepare the monthly and quarterly portal usage and content reports for leadership • Provide an analysis of the metrics and statistics required for the leadership and ad hoc reports• Publish and manage business metrics reports for larger audience**CEB,** September 2012 – September 2014• Web Analytics- Specialist with key responsibilities to create and analyze dashboards for various programs using tools like EDW, GA, Eloqua and Salesforce.**Fashion and You,** March 2012 – September 2012• Business Analyst, key responsibilities were to generate marketing reports, Social media reports and invite friend program reports.• Analyzing and critically evaluating information gathered from different sources to achieve a common goal of increasing sales and targets.**Infosys,** July 2010 – March 2012• Trained in Business Intelligence stream with hands on experience on SQL server 2008, SSIS, SSAS and SSRS.• ~2 years of Knowledge as a system engineer trainee and system engineer in Data analysis and data warehousing. |
| INTERESTS  | Love watching and playing football, cricket, and lawn tennis.  |