Sumeet Kumar

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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. |