SNEHA WANKAR

Business Analyst | Adobe Analytics Practitioner | Launch Developer | Adobe Target Expert

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Summary

Experienced profession with 7+ years of expertise as/in Data analyst, Adobe Analytics reporting, Launch implementation, Adobe Target, business analysis, digital marketing, project management, strategic consultation & business transformation with a demonstrated history of working in the information technology and e-commerce industry.

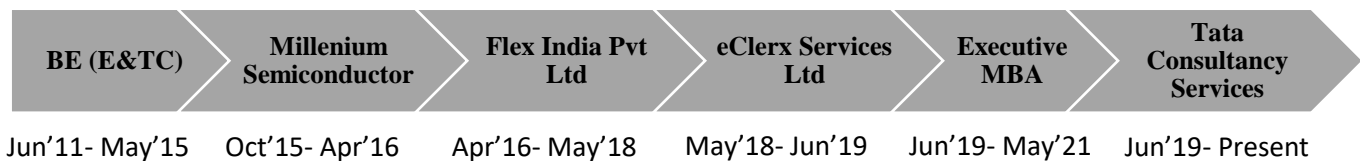
Skills & Technologies

Adobe Analytics Reporting | Adobe Launch Implementation | Adobe Target | Adobe Workfront | Data Insight & Analytics | Pantheon | Kapost | Eloqua | Confluence | Jira | Visio | Lucid Chart | Snowflake | PBI Reporting | SQL Reporting | Microsoft Excel | Microsoft Forms & Smart Sheet | MS Word | Power Point

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Education & Career Timeline

BE (E&TC)	Millenium Semiconductor	Flex India Pvt Ltd	eClerx Services Ltd	Executive MBA	Tata Consultancy Services
Jun'11- May'15	Oct'15- Apr'16	Apr'16- May'18	May'18- Jun'19	Jun'19- May'21	Jun'19- Present

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Work Profile

Adobe Analytics Reporting Analyst

- Creating Adobe Analytics reports, workspace dashboards, segmentation, calculated metrics & deriving meaningful insights from large data set
- Solving ad-hoc business use cases with the help of tools like Adobe Analytics, Power BI, Sprinkler, etc.
- Querying large datasets from Adobe Analytics data-warehouse
- Experienced in preparing monthly/quarterly business reviews, producing associated executive level content from Adobe Analytics including data and analytics
- Worked on different allocation/attribution reporting like linear model, last touch model, J model, inverse J etc.
- Experienced in creating visualization reports like pathing, funnel, fallout, etc.
- Worked on creating alerts & anomaly detection
- Creating interactive dashboards into adobe analytics workspace & excel like marketing channel report, traffic report, product performance report, website performance report, retention & churn report, allocation report, sales & revenue report, pathing report, conversion funnel, etc. to measure KBRs i.e., key metrics of client's online business

Adobe Launch Developer

- Creating business requirement documents (BRD) & solution design reference documents (SDR)
- Creating launch property, data elements, rules, libraries & publishing tags to different environments
- Creating Report Suite (Global Report Suite, Virtual Report Suite & Multi-suite tagging)
- Configuring variables (props, evars, events) in Adobe Launch
- Testing implementation in the staging environment & debugging codes in the debugger

Adobe Target Expert

- Creating Activities like A/B Testing, Automated Personalization, Multivariant Testing
- Creating Experience Targeting & Recommendation
- Creating Audience
- Creating interactive Analytics for Targeting reporting (A4T)

Business Analyst | Program Manager | Scrum Master

- Experienced in requirement gathering, defining requirement & creating user stories in Jira, creating workflow, drafting scenario/technology-based use case, and using data & metrics to draw meaningful business insights
- Experience in Agile & DevOps Project
- Works as an interface between the business & the technical team
- Experienced in working closely with the project management team across Software Development Life cycle (SDLC) phrases
- Proactive and responsive to the requirements of the key stakeholders, continuously engage with & listen to business to identify ways to improve the business strategies
- Excellent communication skills and lead customer meetings
- Experience in making business recommendation and influencing stakeholders
- Transforming business requirements to technical requirements
- Wide exposure to testing phrases and test strategies
- Conducting agile ceremonies like program increment planning, sprint planning, backlog grooming, retrospective etc.
- Creating Business documents like project estimation plan, business requirement document, solution design reference, standard operating procedure, statement of work, failure mode & effects analysis, high level document & user acceptance testing documents
- Strong proficiency in Adobe Analytics reporting, Jira, Lucid Chart, Microsoft Office including Excel, PowerPoint, Microsoft Word, and familiarity with Adobe Workfront, AEM, Google Analytics, Power BI, Snowflake, R language, Pantheon website hosting platform, Kapost, Tableau, SQL, Sprinklr, testing which includes manual testing, wave accessibility testing

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Honors & Awards

- TCS Awards: Team Award & Spot Award
- Eclerx Awards: Star Performer, Team Award
- Flex Awards: Team Award, Pat on the Back Award, First in Essay Competition, First in Worth from Waste Contest, Internal Auditor, Lean Six Sigma

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Personal Details

- Nationality: Indian
- Visa Status: Sponsorship required (except for India)
- Languages (Read, Write, Speak): English, Hindi & Marathi
- Date of Birth: May 20th, 1992