Aditya Sai Yasaswi Sarvabhotla

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Professional Summary:

- An experienced e-commerce professional with a passion for digital analytics with over 10 years' experience in Retail, Fintech and Pharma industries
- Well versed with web analytics, digital experience insights, conversion rate optimisation, digital marketing, A/B testing
- Worked extensively with senior leadership team in the organisation
- Experienced in setting up analytics sub-teams and converting pilot projects into ongoing engagement through resource planning, recruitment, training, process setting and project delivery
- Tools known: Adobe Analytics, Google Analytics, Adobe Target, SQL, Tableau, Python, MS office, Agile product framework, JIRA

Work Experience:

Sr Associate, Digital Analytics & Digital Product Analytics, Publicis Sapient – Sep 2020 to present

Client: Walgreens (Website & App)

Responsibilities and Achievements –

- Work closely with digital product development teams to highlight opportunities, guide prioritisation and help to understand the impact of feature development on Website & Apps
- Provide analytical decision support across multiple verticals like web promotions, customer journey & behaviour, margin impacts, relevancy of traffic, range optimization etc for Walgreens.com and Mobile App
- Recipient of 'Star of the Month' award twice for work commitment and leadership skills
- Experience in recruitment and on-boarding of new team members and campus interns

Key Assignments handled–

- **Range optimisation** – A weekly dashboard that suggests action items at product level to improve the conversion
- **Marketing channel performance analysis -** A detailed study on impact of various marketing channels such as PPC, SEO, affiliate & social media on Walgreens.com performance along with recommendations for optimal marketing spend mix.
- **Lead OKR setting discussion for the product initiatives supported:** Understand the business requirements, help define objectives & key results (OKRs), define tracking requirements, enable the reports, analyse the product releases and answer adhoc-questions to make informed decisions
- Worked with product teams to improve customer engagement for two different user personas (Support seekers & Non logged in users) which resulted in 14% of increase in conversion rate
- Introduced redirecting banner on mobile web screen to redirect users to either install app or open the app to increase engagement towards mobile app
- Pre-post analysis of new product launches in stores (Customer & colleague products)

Web Analyst, Digital Performance Team, Refinitiv – Sep 2018 to Sep 2020

Responsibilities and Achievements –

- Accountable for optimizing the web portals, implementing the website strategy and driving lead generation through web portals
- Rebranding entire Thomson Reuters Financial and Risk sites to Refinitiv and make sure the smooth experience to users. Analysing the traffic trends post migration and identify the key areas that are affected with the rebranding
- Content improvement - Defined a model to improve the basic content of the category and implemented the same on a weekly basis. The category Basic content improved from 34% to 68% in 30 weeks
- Supported SEO, SEM and other paid channels with providing insights in terms of traffic and conversion trends to improve the efficiency to meet budgets and targets

Sr Associate - Data Analytics, BMC Team, EY – Feb 2018 to Aug 2018

Responsibilities and Achievements –

Ensuring the tracking of marketing activities, providing reporting support to marketing heads with Daily, Weekly, Monthly, Quarterly and Yearly Reporting support and adhoc analysis support with key insights. Trade Analysis with insights & recommendations to improve the business.

Module Lead - Aol DW_Search Analytics, Mindtree – May 2015 to Nov 2015 (On rolls of Concentrix) - Jan 2016 to Jan 2018

Responsibilities and Achievements –

Ensuring the best possible customer journey on client's website business and assist the category managers with Daily, Weekly, Monthly, Quarterly and Yearly Reporting support and adhoc analysis support with key insights. Trade Analysis with insights & recommendations to improve the business.

Sr Analyst – Category Trading Team, Tesco HSC – Nov 2011 to May 2015

Responsibilities and Achievements –

As a Sr Analyst – Category Trading, I am responsible for ensuring the best possible customer journey on the Tesco Direct website from browsing to purchase and provide data decision support for Tesco GM's Home Electrical category business, across areas likes Web promotions, Customer navigation & behavior, Relevancy of traffic, Range optimization and Catalogue management.

ACADEMIC DETAILS:

Degree	Year	College	Score
Master of Business Applications (MBA)	2007-2009	Sri Venkateshwara University, Tirupati	66%
Advanced Management Program in Business Analytics (AMPBA)	2020-2022	Indian School of Business	Pursuing

Certifications:
- Adobe Analytics Business Practitioner Expert (Oct 2021 – Oct 2023)

- Post Graduate Program in Product Management from Great Learning / Great Lakes (Aug 2022)