

Contact

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(LinkedIn)

Top Skills

SQL
PHP
PL/SQL

Languages

English (Full Professional)
Tamil (Native or Bilingual)

Certifications

Applied Data Science: An Introduction
edX Verified Certificate for The Analytics Edge
Oracle PL/SQL Developer Certified Associate
Zend PHP 5 Certified Engineer

Krishna Parthasarathy

Analytics and Insights @ Facebook | ex-Uber

Summary

Experienced Data Analytics consultant with over 5 years of experience across Telecommunication, E-commerce and Insurance industries. Planned, organised and managed projects in order management and customer analytics. Demonstrated business acumen by translating complex analytical models into business value propositions.

Experience

Facebook

Analytics and Insights

February 2019 - Present (1 year 5 months)

Singapore

NTUC Link

Data Scientist

July 2018 - February 2019 (8 months)

Uber

Data Analyst

November 2017 - June 2018 (8 months)

Singapore

- Provide analytics consulting to internal teams on performance improvement
- Focus on Driver and Eater growth for UberEATS
- Involve in experiment design and evaluation

Sparkline

Senior Data Analyst

August 2017 - October 2017 (3 months)

Singapore

Provide insights to clients on improving business base line metrics by involving in detailed data analysis across various domains including e-commerce, Airlines and SocialMedia

ZALORA Group

Senior Data Analyst - CRM Analytics

July 2016 - July 2017 (1 year 1 month)

Singapore

- Marketing/CRM Analytics responsible for proposing & executing analytic driven marketing programs leading to fact based marketing strategy, enhanced customer targeting for different channels.

- Drive revenue and effective marketing using segmentation models (clustering) and profiling strategies to enable improvement in digital marketing KPIs.

- Roll out Cart Abandonment prediction and propagate key findings for future campaigns

- Support experimentation and A/B significance testing to drive conversion

AXA

Data Analyst - Intern

June 2016 - July 2016 (2 months)

A mission based internship with prime focus on optimising the existing campaigns for actuarial agents. Construct master data tables and streamline the data flow for future campaigns.

General Assembly

Teaching Assistant

April 2016 - June 2016 (3 months)

Singapore

Teaching assistant for a course on Data Analytics - with prime focus on understanding the essentials of data analysis and hands-on with real data sets to make critical "informed" decisions confidently.

ShopBack

Data Analyst - Intern

August 2015 - April 2016 (9 months)

Singapore

Perform customer data analysis and provide meaningful insights, collect data and build logic for personalized recommender system

RedMart

Data Analyst - Intern

March 2015 - May 2015 (3 months)

Generate reports for KPI and P&L for financial data using Tableau, Solving part number issues for invoices from different vendors

Verizon Enterprise Solutions

Analyst - System Development

November 2011 - December 2014 (3 years 2 months)

Detailed design, test and build Verizon's order management system - Access Ordering, actively involve in ASOG (mandatory deliverable in Telecom domain)

Education

National University of Singapore

Master of Technology (M.Tech.), Enterprise Business Analytics · (2015 - 2016)

Anna University

Bachelor of Technology (B.Tech.), Information Technology · (2007 - 2011)

Keins Matric Hr. Sec. School

higher schooling · (2005 - 2007)