

Email: bhatnagarvikalp24@gmail.com

Contact: +91-8860-988-185

LinkedIn: [Profile](#)

Place: Gurugram

Profile Summary

Senior Business Analyst & Product Analytics professional with a Computer Science background and 3+ years of experience driving e-commerce revenue, growth, and monetization through data-backed analytics. Strong expertise in advanced SQL, Python, statistical analysis, and Excel modeling to analyze user behavior, optimize acquisition and conversion funnels, and support experiment-driven decisions.

Analytics & Programming

- Advanced SQL
- Python
- Advanced Excel
- R Studio

Dashboarding Tools

- Microstrategy
- Power BI
- MoEngage
- Google Analytics

Education

B.TECH - COMPUTER SCIENCE ENGINEERING

2018-2022

JAYPEE INSTITUTE OF INFORMATION TECHNOLOGY (JIIT) NOIDA

Work Experience

SENIOR BUSINESS ANALYST, AXA XL

AUGUST 2024 - PRESENT

- Led the design, governance, and deployment of **SQL-driven performance** dashboards tracking **profitability, risk,** and growth metrics at granular policy and portfolio levels, enabling faster decision-making and improving pricing and underwriting accuracy by **15%**.
- Built **Python-based** automated forecasting and monitoring frameworks to track behavioral patterns such as **claim frequency, renewals,** and compliance signals, reducing manual reporting effort by **40%** and enabling near real-time analytics across multiple product lines.
- Drove **advanced SQL** and **Excel-based** cohort, segmentation, and trend analyses to uncover **high-risk** and **high-loss segments,** directly influencing repricing and optimization strategies that improved portfolio profitability by **10%**.

BUSINESS ANALYST, OLA ELECTRIC

SEPTEMBER 2023 - JULY 2024

- Designed key growth initiatives including the **Lead Funnel Management** (**15%** higher lead efficiency, **10%** reduction in CAC) and the **Referral Program** (**20%** increase in customer acquisition, **5%** revenue uplift within 3 months)
- Collaborated with cross-functional teams to optimize the affiliate marketing program through data-driven performance tracking and partner segmentation, resulting in a **12%** increase in user engagement and a **4%** improvement in conversion efficiency across digital channels
- Performed **VAHAN** database analysis at **RTO** and city levels using **advanced SQL** to calculate **EV/2W** market share, and competitive splits; surfaced high-potential clusters that informed expansion strategy and drove a **9%** increase in market penetration across key cities.

BUSINESS ANALYST, APPY HIGH (BACKED BY OLA)

JUNE 2022 - FEBRUARY 2023

- Defined and tracked product and marketing KPIs involving **user acquisition, activation rate, daily active users (DAU), retention, churn,** and **conversion funnels** to measure app performance and business health
- Wrote and executed **SQL** queries to analyze **user journeys,** engagement cohorts, and funnel drop-offs, uncovering insights that guided product feature optimization and retention strategies