



Shishir Sachan

Data Analyst | Business Analyst

Proven track record of improving digital data accuracy and using analytics for strategic decision-making; expert in Google Analytics, Data Analyst and BigQuery. Proficient in A/B testing and working with cross-functional teams to develop and implement unique data solutions that improve operational effectiveness and promote well-informed decision-making.

✉ shishir.sachan710@gmail.com

📍 Noida, India

🌐 [linkedin.com/in/shishir-sachan-671815b2](https://www.linkedin.com/in/shishir-sachan-671815b2)

📞 9891473160

📄 shishir-sachan.github.io/cv/

🐙 github.com/Shishir-Sachan

WORK EXPERIENCE

TIMES INTERNET

Project Management(Data Analyst)

05/2022 - Present

Noida , India

Dedicated and results-driven professional with expertise in Requirement Gathering, Documentation, Agile methodologies, Analytical and Logical Reasoning, strong Communication Skills, and effective Stakeholder Management. Seeking a challenging role to contribute my skills and experience in a dynamic and collaborative environment.

Achievements/Tasks

- Deployed and administered Google Ad Manager on various web platforms, guaranteeing precise data collection and reporting.
- Performed comprehensive analysis of user behavior and website performance, pinpointing optimization opportunities that resulted in a 17% boost in conversion rates.
- Compiled a weekly performance analysis report for the editorial team to identify top-performing content.
- Created and maintained tags, triggers, and variables to capture user interactions and conversion events, enhancing the depth of analytics data.
- Developed test cases to monitor the performance of the subscription module via A/B testing and harness the test data to implement right strategies
- Writing queries to schedule our batches for webinars, hackathons, contests, and newsletters
- Developed Python scripts to automate data collection, cleaning, and processing, reducing manual workload by 30%.
- Conducted exploratory data analysis (EDA) to identify trends and insights, resulting in an increase in traffic on the TechGig website.
- Developed and optimized SQL queries to extract, manipulate, and analyze data from multiple databases.
- Created data visualizations and dashboards to present findings to stakeholders.

EDUCATION

Master of Business Administration - Finance

Bundelkhand University

B.Tech - Mechanical Engineering

Abdul Kalam Technical University

SKILLS

Google Analytic

SQL

NumPy

Data Visualization

Machine Learning

Sklearn

BigQuery

Power Point

Power BI

Pandas

Seaborn

Excel

Matplotlib

CSS

Python

PROJECT GITHUB LINK:

<https://github.com/Shishir-Sachan>

https://github.com/Shishir-Sachan/Machine_Learning

<https://github.com/Shishir-Sachan/Data-Science-Project>

CERTIFICATION:

Scalar - Data Science And Machine Learning
(2024 - Present)

LANGUAGE:

English

Full Professional Proficiency

Hindi

Full Professional Proficiency