# SAKSHITH SHETTY

**Customer & Business Insights Analyst | Business Intelligence | Data Analytics**
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## PROFESSIONAL SUMMARY

Customer & Business Insights Analyst with 4+ years of experience delivering business intelligence and customer analytics across consumer goods and enterprise IT environments. Skilled in transforming complex datasets into actionable insights through customer segmentation, behavioral analysis, predictive modeling, and performance measurement. Experienced in developing dashboards, analyzing customer journeys, and optimizing business performance using SQL, Python, Power BI, Tableau, and Snowflake. Strong background in statistical analysis, KPI development, A/B testing, and data visualization, translating business requirements into insights that improve customer engagement, retention, and commercial performance.

## TECHNICAL SKILLS

**Programming & Data Analytics:** Python, SQL, Pandas, NumPy, SciPy, Exploratory Data Analysis (EDA), Data Analysis, Data Cleaning, Data Manipulation, Statistical Analysis, Hypothesis Testing, Descriptive Analytics
**Business Intelligence & Data Visualization:** Power BI, Tableau, Dashboard Development, Interactive Dashboards, Executive Reporting, KPI Tracking, KPI Development, Business Intelligence (BI), Performance Analysis, Data Visualization, Management Reporting
**Customer & Commercial Analytics:** Customer Segmentation, Customer Behavior Analysis, Customer Journey Analysis, Customer Lifetime Value (CLV), RFM Analysis, Cohort Analysis, Funnel Analysis, Market Basket Analysis, Purchase Behavior Analysis, Conversion Rate Analysis, Customer Retention, Churn Analysis, Cross-Selling Analysis
**Statistical & Predictive Analytics:** A/B Testing, Predictive Modeling, Churn Prediction, Propensity Modeling, Regression Analysis, Statistical Testing, Trend Analysis, Correlation Analysis, Hypothesis Testing, Customer Lifetime Value Analysis
**Data Engineering & Warehousing:** Snowflake, dbt, Data Pipelines, Data Integration, ETL/ELT Concepts, Data Transformation, Data Validation, Data Quality Management, Data Warehousing, Data Reconciliation, Data Preparation
**Analytics Platforms & Business Tools:** Mixpanel, Google Analytics 4 (GA4), Buganizer, Taskmaster, PSA Insights
**Business & Professional Competencies:** Business Requirements Analysis, Stakeholder Management, Cross-Functional Collaboration, Business Performance Analysis, Requirements Interpretation, Root Cause Analysis, Analytical Problem-Solving, Data-Driven Decision-Making

## PROFESSIONAL EXPERIENCE

**PepsiCo | Customer & Business Insights Analyst** **Jan 2026 - Present**

- Evaluated customer purchasing behavior and transaction patterns using SQL, Python, Pandas, and Scikit-learn, developing predictive churn models to identify at-risk customer segments and guide targeted retention strategies, reducing quarterly customer churn by 18%.
- Performed customer segmentation using RFM analysis and behavioral attributes in Snowflake and Tableau, identifying high-value customer groups and supporting personalized lifecycle marketing strategies that increased Customer Lifetime Value by 22%.
- Designed and evaluated controlled A/B testing frameworks using Python, SciPy, and Mixpanel to measure customer engagement and onboarding performance, translating statistical findings into actionable optimization recommendations that improved conversion rates by 14%.
- Developed automated Power BI and Tableau dashboards integrating sales performance, marketing attribution, and customer satisfaction metrics, strengthening executive visibility into commercial KPIs while reducing weekly manual reporting efforts by 40%.
- Analyzed digital customer journeys using SQL and Google Analytics 4 (GA4), identifying checkout abandonment patterns and conversion bottlenecks that informed customer experience improvements and increased conversion rates from 2.4% to 3.8%.
- Conducted market basket analysis and purchase propensity modeling across 500,000+ transactions to identify cross-selling opportunities, generate product recommendation insights, and support commercial strategies that increased Average Order Value by 15%.

**Hexaware Technologies | Business Insights Analyst** **Sep 2020 - Nov 2023**

- Engineered enterprise data pipelines and automated reporting workflows supporting 15+ executive dashboards, integrating compensation and performance datasets to deliver actionable business intelligence to 6,000+ global sales users.
- Developed a centralized Points Analysis Dashboard consolidating variable compensation, sales performance, and earnings data, enabling transparent tracking of $4.9M+ in sales compensation for 2,000+ sales executives across AMER, EMEA, and APAC regions.
- Integrated disparate business reporting metrics into unified Smart Home Page dashboard cards by collaborating with engineering teams, streamlining access to enterprise information and providing sales stakeholders with consolidated operational insights.
- Investigated recurring workflow defects using Buganizer and root cause analysis, identifying reporting issues and operational bottlenecks while coordinating corrective actions that reduced recurring monthly defects by 27%.
- Configured production data pipeline parameters and maintained version-controlled changes for PSA Insights, supporting environment-specific configurations, deployment consistency, and reliable execution of enterprise reporting workflows.
- Performed functional validation and reporting accuracy checks between legacy Taskmaster dashboards and the modern Smart Home Page platform, maintaining feature parity and preventing data discrepancies throughout the platform transition.
- Presented dashboard insights and data pipeline performance findings to senior leadership, translating complex operational metrics into actionable business intelligence supporting sales performance monitoring and business planning.

## EDUCATION

**Master of Science in Data Analytics |** Indiana Wesleyan University **Dec 2023 - Aug 2026**
**Bachelor of Science in Hospitality and Hotel Administration |** Institute of Hotel Management (IHM) **Jul 2017 - Aug 2020**

## CERTIFICATIONS

**Google Data Analytics Professional Certificate**
**Foundations: Data, Data, Everywhere**
**Ask Questions to Make Data-Driven Decisions**
**Prepare Data for Exploration**
**Process Data from Dirty to Clean**