Soumya P Menon
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QUALIFICATION SUMMARY

Strategic Analyst and Business Analytics student with experience in analyzing business requirements and coming up with insights and solutions to ensure effective planning, execution, and delivery of tasks. A creative thinker with strong analytical skills adept at conceptualizing solutions that align with the business strategy to meet business objectives.

Projects

- Covid 19 analysis: Analysis of the Covid 19 scenarios in India using Power BI.
- Predicted the probability of having SARS CoV-2 and to check what all respiratory illness affects in predicting SARS CoV-2 result.
- Predicted churn rate in Telecom Industry
- Time-series data analysis using STATA.
- Statistical analysis of Catalog marketing using T-test, Independent T-Test, and Anova.
- Forecasting of data.
- Strategic analysis of Nestle.
- Marketing analysis of Delta Airlines.
- Economic analysis of Tesla.
- Forecasting of data using Logistic regression.

SKILLS & KNOWLEDGE

- Covid-19 Analysis.
- Power BI,Tableau
- Marketing Analysis
- Strategic Analysis
- Statistical Analysis
- Data Clustering
- Cross-tabulation analysis
- Trend analysis
- Correlation analysis
- SQL
- Google ads
- Forecasting and Data Analysis
- Analytics with Power BI
- Advanced Excel
- K Means Clustering
- Machine Learning algorithms
- Provide well-though-out solutions
- Gather appropriate information
- Research and Planning.
- Presentation Design.
- Digital marketing
- Performance Marketing

EXPERIENCE & ACCOMPLISHMENTS

Marketing Analyst Intern :GoBazzar(6 months)

- Creating and executing a strong performance marketing strategy & execution plan
- Developing and managing digital prospecting and remarketing campaigns.
- Managing budgets and campaigns across all digital channels to drive strong return on investment and efficient CAC.
- Ensuring successful planning, execution, optimization for key traffic KPIs via paid, organic & own media channels
- Identifying and testing new channels to continue to meet or exceed established critical metrics.
- Working closely with the management to share funnel conversion improvement ideas, feedback & present results.
- Creating dashboards and Data analysis.

Network Engineer: Cognizant Technological Solutions (India) Jan 2019 – July 2020

- Liaised between customers and the Network Team
- Provided recommendations to the network team based on customer feedback.
- Establish remote access to the customer devices, troubleshoot and provide technical assistance.
- Monitor the network operation and provide escalations to the network team in case of an

issue.
- Take leadership as an SME and support the team in case of highly critical scenarios.

PROFESSIONAL TRAINING & EDUCATION

- B.Tech Electronics and communication Engineering – Calicut university, 2018.
- MBA, Business Analytics – Middlesex University UAE, ongoing