SRIDEEP SAHA

PRODUCT ANALYST

PROFILE

A data driven, detail oriented person who likes to rely on statistics and charts for each and every decision within or even outside my office job responsibilities. My decision making capabilities or responsibilities would rather be quantitative instead of qualitative.

PERSONAL DETAILS

Birth date
19/05/1991

Address
Bengaluru

CONTACT

✉ srideep19@gmail.com

📞 8589099946

Ⓢ live:srideep19

PROFESSIONAL EXPERIENCE

Product Analyst

SODEXO HQ   Aug 2019 -Dec 2019

Analyze product marketing campaigns and generate program effectiveness at driving leads, customers, and revenue at both a business unit and corporate level.
Join disparate data sources together to create a more robust story for the business using tools like Tableau, Visual Basic and SQL.
Contribute to the business strategy of global Product Marketing 5-year roadmap to reach marketing automation and personalization.
Experience with Root Cause Analysis (RCA), Gap Analysis, Cost Benefit Analysis and Risk Assessment of product.

Digital Marketing Intern

D-VINE   Jan 2019- March 2019

Perform inside and outside investigation of 'D-Vins' website & to give surveys to all the supporting and blocking SEO reviews that have been done previously. (https://www.d-vine.pro/en/)
Keyword Analysis: We demonstrate deep research and additional aggressive catchphrases based on our research to understand organizational possibilities.
Inside Traffic: Look real and valuable as per organizational expectation to create site traffic. We aim to provide natural traffic to D-Vine site. Improve
Website Ranking: We aim to give the ensured and certifiable SEO administration by using the latest patterns to increase D-Vine site positioning on SERPs.

Quality Analyst

INFOSYS LIMITED   Nov 2014 - Feb 2018

Worked with business stakeholders to complete artifacts, including high level solution design documentation and detailed business rules documentation.
Identification of gaps in the quality assurance and testing processes, generate solutions and drive continuous improvement.
Experience with writing data Extract-Transform-Load (ETL) scripts in SQL, Java, SAS or any other programming language with emphasis on loading & processing data files (CSV, Excel, Text files, JSON files or any other data sources).

EDUCATION

MBA, Marketing

AUDENCIA BUSINESS SCHOOL, FRANCE   2018-2019

B.Tech, Electrical Engineering

WEST BENGAL UNIVERSITY OF TECHNOLOGY, INDIA   2009-2013

SKILL SET

100% Analytical and Data Driven Mindset

75% Minimum Viable Product (MVP)

50% Product Strategy

SKILL SET

100% Market Research

75% User Experience (UX)

50% Product Roadmap

LANGUAGE

English

LANGUAGE

French