

Karan Kanthilal

7071269775 | karank1997@gmail.com | Bangalore, India

Summary

An analyst with strong problem-solving skills and deep interest in data science and business management. I would like to build my career in analytics where I can use my knowledge & skills for the growth of the organization and work in a diverse environment that would also help me to grow as an individual.

Skills

SQL, Hive, SAS, Python, PySpark, Adobe SiteCatalyst, Glassbox, Microsoft excel

Experience

Citi | Bangalore, India

Senior Data Analyst | 10/2023 - Present

- Part of acquisition marketing strategy team at Citi Retail Services, specializing in the issuance of private label and co-brand credit cards for retailers.
- Conducted comprehensive analysis of acquisition offers tested for a partner card, and devised a strategic plan for 2024 to attain **100k** incremental accounts with expected incremental year 1 sales of **\$ 250MM**.

Citi | Pune, India

Senior Data Analyst | 07/2022 - 09/2023

- Worked on root cause analysis for **~90%** dropouts in Citi self invest account opening journey, using funnel analysis and user profiling. Recommended actionable insights to the senior leaders.
- Intensively worked on transaction data for opportunity sizing on driving 3rd party wire users to adopt wires or zelle on Citi's platform to create an annual opportunity of **~\$3.3MM**. Analyzed transaction data and digital usage of users to recommend strategy to test the newly designed payment centre.
- Used Adobe sitecatalyst and Glassbox to analyze journey friction rates and set up auto-alerts to product owners on anomaly detection.

Citi | Pune, India

Data Analyst | 07/2021 - 06/2022

- Worked on digital journey enhancement for balcon and flex loan with focus on increased conversion through optimal placement of self navigation link, leading to expected incremental revenue of **\$35MM** over 3 years.
- Presented insights on performance of pre-payment modal, overlay banner and lending products using Adobe site catalyst.
- Received **Bronze award** for taking ownership and delivering analysis on feature findability project .

Education

Indian Institute of Technology(BHU) | Varanasi, India

Metallurgical Engineering(B.Tech+M.Tech) | 05/2021

CGPA : 7.70

Bal Bharati Public School | Mumbai, India

Class XII | 03/2015

Percentage : 89.4%

New Horizon Public School | Mumbai, India

Class X | 03/2013

Percentage : 91.2%

Extra-curricular Activities

1. Head of Research Innovation and Entrepreneurship Unit at IIT(BHU), Led a team of 15 to organize research mentoring sessions and webinars to promote research culture among students.
2. Hostel Secretary at IIT(BHU), planned and executed all hostel related activities of S.C.De Hostel.