

Aarav Mehta

SENIOR DATA
ANALYST



Contact

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LOCATION

Bengaluru, India

PROFILE

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WEBSITE

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Skills

SQL

Python (pandas)

A/B testing

Forecasting

Data modelling

Stakeholder storytelling

Tools

Power BI

Tableau

dbt

BigQuery

Excel

Git

Languages

English

Hindi

Kannada

Profile

Data analyst with 6 years of experience turning messy operational data into clear decisions. I build dashboards people actually open, design experiments that settle arguments, and explain the numbers in plain language to leadership.

Experience

Senior Data Analyst

2022 — Present

Northwind Analytics, Bengaluru

- Built a self-serve metrics layer now used by 40+ analysts across four regions.
- Designed pricing experiments that lifted average order value by 9% in two quarters.
- Cut the weekly reporting cycle from three days to four hours by automating SQL pipelines.
- Mentor three junior analysts; run a fortnightly "data clinic" for product teams.

Data Analyst

2019 — 2022

Bluepeak Labs, Pune

- Owned churn analytics for a subscription product with 1.2 lakh users.
- Created a cohort model that flagged at-risk accounts two weeks earlier.
- Partnered with finance to rebuild the monthly revenue forecast.

Business Analyst Intern

2018 — 2019

Kestrel Systems, Pune

- Mapped order-to-cash processes and documented 30+ reporting requirements.
- Built Excel models for vendor scorecards used in quarterly reviews.

Research Assistant

2017 — 2018

Westbridge Institute of Technology, Bengaluru

- Cleaned and analysed survey data for a faculty study on urban commuting.
- Co-authored a conference poster on travel-time variability.

Certifications

- Google Data Analytics Certificate
- Advanced SQL for Analysts

Awards

- Northwind "Insight of the Year", 2023

Interests

Long-distance cycling
Board games
Teaching Python to kids

Projects

Store-level demand forecast

2023

Python, Prophet, BigQuery

- Forecast daily demand for 900 stores; cut over-stock write-offs by 11%.
- Packaged the model as a weekly job with alerts for planners.

Metrics dictionary

2022

dbt, Notion

- Defined 120 company metrics with owners, SQL and caveats; ended "which number is right" debates.

Experiment calculator

2021

Streamlit

- Internal tool for sample sizes and test duration; used by 9 product teams.

Education

B.Tech, Computer Science

2014 – 2018

Westbridge Institute of Technology · CGPA 8.4 / 10