

Aakriti Bhatt

Dehradun, India | +91-7456847577 | aakritibhatt05@gmail.com

SUMMARY

MBA candidate specializing in Marketing & Business Analytics with hands-on experience using SQL, Python, Excel, Power BI, Tableau, and GA4 for customer, revenue, growth, and marketing analytics. Analyzed 100K+ web sessions and 7,000+ customer accounts, identifying acquisition efficiency, funnel drop-offs, retention patterns, churn risk, and revenue concentration. Experienced in translating quantitative analysis into actionable recommendations for customer retention, growth optimization, experimentation, and business decision-making.

EDUCATION

Graphic Era Deemed University
MBA – Marketing & Business Analytics

Dehradun, India
2024 – May 2026

DIT University
B.Sc. – Chemistry

Dehradun, India
Graduated

EXPERIENCE

Marketing & Client Engagement Executive
AKG Marine

Jul 2025 – Sep 2025
Dehradun, India

- Audited business development workflows and structured data requirements to improve data consistency and reporting processes.
- Built 3 automated Excel analytics trackers using Dynamic Arrays and lookup functions to streamline recurring reporting and reduce manual data handling.
- Developed a consolidated sales pipeline dashboard in Power BI and Tableau, integrating data across sales, finance, and operations to identify pipeline trends and bottlenecks.
- Standardized deal-tracking and reporting frameworks across sales, finance, and operations to improve metric consistency, forecasting visibility, and pricing transparency.

Marketing & Sales Associate
BINA

Aug 2023 – Feb 2024
Remote / Europe

- Supported B2B sales and marketing initiatives across European markets, managing communication and follow-ups with 10+ senior decision-makers.
- Facilitated 2 Design Thinking workshops with internal stakeholders to identify customer journey friction points and develop a unified positioning framework.
- Developed data visualization assets, executive pitch decks, and strategic proposals for 5+ enterprise opportunities to support client acquisition and business development.
- Contributed to lead generation, client engagement, brand positioning, and cross-functional coordination across international business initiatives.

PROJECTS

GA4 E-Commerce Growth Analytics & Funnel Optimization | GA4 | SQL | Python | Power BI | A/B Testing

- Analyzed 102,800 web sessions across 90 days using GA4 to evaluate acquisition quality, funnel drop-offs, device performance, and user retention.
- Compared acquisition channels using Revenue Per Visitor (RPV), identifying Email as generating 2.6× Organic Search and 6.4× Organic Social RPV despite contributing under 5% of overall traffic.
- Used SQL window functions and customer-level analysis to identify revenue concentration, finding the top 10% of users generated 28.26% of total revenue, while the top 3 deciles generated 63.35%.

- Performed retention cohort analysis in Python, identifying 24.26% average Day-1 retention and cohort-specific engagement spikes across Days 5–8 as opportunities for re-engagement.
- Designed an A/B testing roadmap targeting mobile checkout friction and high-intent email capture, with proposed targets of 15% improvement in mobile conversion and an increase in email revenue share from 12% to 18%.

Telecom Customer Churn & Revenue Risk Analysis | SQL | Python | Power BI

- Analyzed 7,000 telecom customer accounts using SQL and Python (Pandas, Matplotlib) to perform data cleaning, EDA, segmentation, and churn-risk analysis.
- Used SQL CTEs and cohort analysis to identify high-risk customer groups and evaluate relationships between contract characteristics, customer segments, and churn.
- Identified month-to-month contract holders as a key churn-risk segment with a disproportionate contribution to revenue at risk.
- Built an executive BI dashboard tracking Churn Likelihood, Revenue at Risk, Contract Duration, and Customer Segment to support retention-focused decision-making.

TECHNICAL SKILLS

Programming & Data: SQL (CTEs, Window Functions), Python (Pandas, NumPy, Matplotlib), Excel (PivotTables, XLOOKUP, INDEX-MATCH, Dynamic Arrays)

BI & Visualization: Power BI, Tableau, DAX, Data Visualization, Dashboard Development

Analytics: EDA, Data Cleaning, Statistical Analysis, Cohort Analysis, RFM Segmentation, Churn Analysis, Funnel Analysis, A/B Testing, Sensitivity Analysis

Marketing & Business: Customer Analytics, Retention Analytics, Revenue Analytics, Marketing ROI, Pricing Strategy, Campaign Optimization

Platforms: Google Analytics 4 (GA4), Salesforce CRM, HubSpot

CERTIFICATIONS

Google Analytics 4 Certification – Google

Design Thinking for Innovation – IIT via SWAYAM

Data Analytics Certificate – Professional Credential