

Anuj Mittal

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Analytical professional with 8+ years of experience in data analysis, experimentation, and business intelligence. Skilled in designing and analyzing A/B tests, performing funnel and cohort analysis, and evaluating marketing campaign performance to optimize customer acquisition and engagement. Experienced in defining success metrics, interpreting complex datasets, and translating analytical insights into actionable recommendations that improve overall business performance.

CORE COMPETENCIES			
Growth Strategy	Stakeholder Management	Customer Acquisition	Customer Retention
Cross-Functional Collaboration	Conversion Rate Optimization	Dashboarding & Visualization	Data Analytics

TECHNICAL SKILLS			
SQL	MS Excel	WebEngage	A/B Testing
Python & R	Power BI & Tableau	Github & Airflow	Probability & Statistics

PROFESSIONAL EXPERIENCE

ZUPEE, Gurgaon

July 2025 - Oct 2025

Lead Data Analyst

Worked with Product, Marketing and Strategy team for Ludo vertical

- Marketing Data Pipeline
 - Optimized data pipeline by introducing daily incremental logic, **cutting runtime by 80%** and enhancing scalability of marketing analytics

REFYNE INDIA, Bengaluru

March 2022 - June 2025

Manager

Worked closely with the company’s CTO and collaborated with business heads to optimize, streamline, and expand company’s B2B2C lending portfolio for Indian State Govt employees (Rajasthan and Goa), Private Corporations (200+ clients including EY, Deloitte, ICICI, HDFC), and Gig Workers (Swiggy, Flipkart)

- A/B Testing and Experimentation
 - Analyzed funnel drop-offs** from transaction initiation to success and tested the hypothesis that higher disbursal limits could improve conversion; experimented with increased disbursal amounts across user cohorts, resulting in a **16.6% increase in average disbursements**
 - Investigated low CTR** in a key user segment through campaign performance analysis and hypothesized messaging misalignment; tested multiple campaign narratives and scaled the most effective variant to improve engagement and CTR for the targeted segment
- Business Growth
 - From ₹45 Cr to ₹76 Cr per month:** Identified hidden inefficiencies in client consumption strategies, risk profiling, and B2B processes, leading to a 68% surge in monthly lending disbursements
 - Accelerated **repayment cycles from 60 days to 45 days** by implementing automated reminders, enhancing working capital
 - Achieved a **12.5% revenue growth** by optimizing marketing strategies and resolving configuration inefficiencies.
 - Improved customer retention through targeted engagement initiatives, leading to a **25% increase in repeat users** and sustained loan disbursements
- User Base Expansion
 - Reimagined SMS campaigns, doubling conversion rates (14% to 30%) while cutting customer **acquisition costs by over 50%**
 - Enhanced loan approval rates with **machine learning**, expanding Salary Advance user base by 7,000 and **increasing disbursements by 14%**

PAYTM, Noida

Oct 2021 – Feb 2022

Team Lead

Collaborated with the Credit Risk team to enhance risk assessment strategies for the Paytm Postpaid product, ensuring improved creditworthiness evaluation. Worked closely with the Collections team to design and implement a streamlined tracking system for overdue payments

- **Risk Assessment**

- Segmented customer cohorts to optimize NPA (Non-Performing Assets) and categorize them into risk buckets, enabling data driven decisions on loan allocation and amount for each segment
- **Cut NPAs in the highest-risk segment by 35%** while maintaining 88% of business volume, demonstrating effective risk management
- Effectively used Pyspark and SQL to **reduce code run time by 75%**, down from 4 hours to 1 hour

XPO LOGISTICS, Mumbai

July 2020 - Oct 2021

Data Analyst

Worked with the planning team to develop a warehouse management plan for Young Living, a United States-based client

- **Inventory Management and Material Requirement Planning**

- Reduced **human picking cost by 20%** after assigning high-demand SKUs to easily accessible picking zones
- Optimized minimum and maximum stock levels and recommended reorder quantities to ensure optimal warehouse operations and service levels

THINK ANALYTICS, Mumbai

Nov 2018 - Apr 2020

Associate Data Analyst

Contributed to establishing the Business Intelligence Unit at ICICI HFC Mumbai

- **Automations, Dashboarding and Visualizations**

- Led the development of **Power BI dashboard** for executive leadership team leading to improved performance monitoring
- **Saved 200 man hours per week** by automating critical weekly performance reports, resulting in increased accountability and proactive performance management

NEWGEN SOFTWARE TECHNOLOGIES, Noida

Aug 2017 - Nov 2018

Software Engineer

Driving the front-end development of a cutting-edge loan origination system for Bank of Baroda Mumbai

- **Front End Development**

- Spearheaded the front-end development of **Bank of Baroda's MSME loan origination system**, implementing robust form validation and quality control measures.
- **Collaborated with key stakeholders** during user acceptance testing in Mumbai, demonstrating strong client relationship management and agile problem-solving abilities

ACHIEVEMENTS

Value Champion Award Q1 | Jan - Mar 23 | Refyne

Rising Star Award Q2 | Apr - June 22 | Refyne

Impact Award Q1 | Jan - Mar 21 | XPO Logistics

Pat On the Back Award Q4 | Oct - Dec 17 | Newgen

EDUCATION AND CERTIFICATION

Shiv Nadar University | B.Tech in CSE | 2017 Batch

Ram Kishan Institute | XII (CBSE) | 2013 Batch

Udemy | Microsoft Power BI Desktop

Udemy | Microsoft Power BI Services

Udemy | Statistics for Data Science

Udemy | Data Analysis with Pandas

Udacity | SQL for Data Analysis

DataCamp | Recursive Queries in SQL Server

INTERESTS

Stock Market, Options Trading | Cricket | Table Tennis | Thriller Movies