

Aman Undirwade

Revenue Intelligence Analyst | Growth & Product Analytics | Data Analyst

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Revenue-focused data analyst specializing in growth analytics, experimentation, and funnel optimization. Experienced in designing data systems and dashboards that drive measurable business outcomes, including conversion lift, retention improvement, and revenue impact.

I'm Skilled in SQL, Power BI, and experimentation frameworks to transform raw data into actionable insights for product and marketing teams. I've strong focus on building scalable analytics systems that support decision-making and growth strategy.

Skills

Technical: SQL, Power BI, Excel, Python (Pandas, NumPy), Power Automate

Product Analytics & Experimentation: funnel analysis, A/B testing, cohort analysis, retention analysis, customer segmentation, KPI design

Business & Strategy: revenue analytics, conversion optimization, experimentation strategy, stakeholder communication, dashboard design

Professional Experience

Revenue Intelligence System

i build as revenue operations analyst with dummy metrics for iridium

Remote

Jan 2026

- Developed a **1,300+ line SQL-based data pipeline** using CTEs to transform and aggregate revenue data across multiple services, improving query performance and data reliability
- Built a Power BI reporting system replacing **2 manual Excel processes performed twice weekly**, saving **150+ hours annually** and eliminating repetitive reporting workflows
- Designed a scalable data model with **14 integrated tables**, enabling centralized tracking of revenue, usage, and billing metrics across services
- Created **144 DAX measures** (12 per report across 12 service tabs) to calculate key metrics including **month-over-month variance, % change, and rolling averages**
- Developed multi-level dashboards answering critical business questions such as **current vs previous revenue, service-level breakdowns, and billing trends**
- Implemented synchronized slicers (Day, Month, Year) across reports to enable **dynamic drill-down analysis across billing cycles**
- Built service-level reporting views tracking **\$2M+ monthly revenue streams**, improving visibility into revenue composition and performance trends (*visible in dashboard visuals*)
- Replaced fragmented reporting with a **centralized revenue intelligence system**, enabling faster decision-making and reducing dependency on manual data preparation. [View Project Summary](#)

Growth Experimentation Tracker

build for d2c fintech

Remote

Nov 2025

- Designed a centralized experimentation tracking system to **manage 24+ A/B tests** across product and marketing funnels
- Built a standardized data model to track experiment performance (baseline, result, lift %, confidence, impact), ensuring consistent evaluation across all tests
- Developed a Notion-based dashboard to monitor experiment lifecycle, achieving visibility into **66.7% experiment success rate**
- Enabled identification of high-performing experiments, contributing to an **average conversion lift of ~18.6% across successful tests**
- Structured impact tracking to estimate business outcomes, supporting decisions tied to **\$120K+ monthly revenue impact**
- Improved decision-making speed by standardizing experiment evaluation and prioritization based on confidence and impact. [View Project Summary](#)

Customer Value Segmentation Model

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Remote

Sep 2024

- Analyzed **12,800+ customer records** and ~\$245K in revenue to build a behavioral segmentation model using **RFM (Recency, Frequency, Monetary)** analysis (*visible in dashboard*)
- Identified that **high-value customers (~25% of base)** contributed **50%+ of total revenue**, enabling focused retention and VIP targeting strategies
- Segmented customers into actionable groups (Champions, Loyal, At-Risk, Potential Loyalists), revealing **~57% of users in re-engagement-prone segments**, highlighting retention opportunities
- Built **LTV and repeat purchase models**, showing **28%+ repeat purchase rate** and significantly higher value among recently active users
- Performed **cohort retention analysis (12-month view)** to track customer decay trends and identify drop-off patterns across acquisition periods
- Developed revenue contribution analysis showing **High-value segment generating ~50.8% of revenue vs ~14% from low-value customers**, guiding prioritization strategies
- Designed end-to-end dashboard using **Python (Seaborn/Matplotlib-style visuals)** to track segmentation, LTV trends, churn rate (~6%), and revenue distribution
- Translated insights into actionable recommendations for **retention campaigns, lifecycle marketing, and customer reactivation strategies**. [View Project Summary](#)

Marketing Funnel Analysis Dashboard

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Remote

April 2024

- Built an end-to-end marketing funnel dashboard analyzing **1.84M impressions, 112K clicks, 16.8K leads, and 3.6K conversions** to track user journey across campaigns
- Structured and integrated data from **Google Analytics (GA4) and campaign reports** into a clean analytical model using Excel and Power BI
- Identified major funnel inefficiencies, including a **93.9% drop-off from impressions to clicks**, highlighting issues in ad targeting and creatives
- Measured and analyzed key performance metrics such as **6.1% CTR, 15% lead conversion rate, and 21.5% final conversion rate** to evaluate campaign effectiveness
- Delivered campaign-level insights and traffic source analysis, enabling optimization of **paid search (42% contribution) and high-performing channels**
- Helped improve decision-making around **\$88K ad spend**, focusing on cost efficiency (~\$24 cost per conversion) and ROI optimization

- Designed supporting visuals (conversion trends, traffic breakdown, campaign comparison) to enable faster identification of performance gaps and opportunities
 - Enabled the marketing team to shift from fragmented reporting to a **single, actionable funnel view**, improving targeting and conversion strategy. [View Project Summary](#)
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Education & Certifications

[Google Advanced Google Analytics \(GA4\) Certification](#)

[Microsoft Certified Power BI Data Analyst \(PL-300\)](#)

[Google Cloud Professional Data Engineer](#)

[AWS Certified Data Engineer - Associate](#)

Class 10th CBSE graduated in **2021** from **Jawahar Navodaya Vidyalaya**, Gadchiroli with **83.4%**.

Class 12th CBSE graduated in **2023** from **Platinum Jubilee School & Jr. College**, Gadchiroli with **82.6%**.

Golden Gate University, San Francisco | BTech Data Science, *1st Year (2025-26)*