

sumeetkukreja92@gmail.com
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WWW: [Bold Profile](#)

Skills

- Languages: SQL,R, Python,
- Databases: Snowflake, PostgreSQL, MySQL, Amazon Redshift
- Data Visualization: Looker, Tableau
- A/B Testing
- Product Vision and Strategy
- Research and Trend Analysis
- Competitive Analysis
- Critical Thinking
- Jira, Atlassian, Rally
- Improvement Metrics Measurement

Education And Training

12/2018

Master Of Science:

Management Information Systems
University Of Illinois At Chicago
Chicago, IL

05/2015

B.Tech:

Electronics and Communication Engineering
Maharaja Surajmal Institute Of Technology

Certifications

- Product Management and Strategy - Wharton Online
- AWS Certified Cloud Practitioner

SUMEET KUKREJA

[Schedule Interview](#)[LinkedIn](#)

Summary

Dedicated product professional with 5+ years of experience in the tech industry, excelling in data-driven product analysis, cross-functional leadership, and user-centric design. Seeking a challenging role in advanced analytics where I can leverage my expertise to drive innovative solutions, optimize product strategies, and contribute to achieving organizational goals

Experience

StyleSeat - Sr. Product Analyst

United States - Remote

11/2021 - 08/2023

- Achieved a 14% increase in platform usage by strategizing growth tactics on payments adoption, as measured by the rise in user engagement and adoption rates.
- Increased annualized revenue from \$650k to \$1.1M without affecting churn by designing and executing A/B tests and leveraging SQL and Looker for result analysis.
- Reduced fraudulent transactions from 8% to 2% by segmenting audience that should be pre authorized before making payments on platform.
- Enabled real-time monitoring of key product metrics by developing and maintaining a suite of 10+ dashboards, facilitating data-driven decision-making and ensuring timely responses to performance fluctuations.

Vibes - Senior Data Analyst

Chicago, IL

02/2019 - 11/2021

- Boosted conversion rates by 6-8% by applying NLP techniques to recommend campaign strategies, leading to more effective customer targeting and a notable increase in conversion rates, as measured by the rise in completed conversions.
- Enhanced engagement by 3-4% by constructing advanced analytics frameworks that significantly improved user engagement and retention rates.
- Improved performance and market readiness through the implementation of predictive and forecasting solutions using A/B testing, resulting in data-driven decisions and refined strategies that optimized product performance and market positioning.

Infosys Ltd - System Engineer

India

07/2015 - 06/2017

- Managed data warehouse maintenance for multiple products, supporting ETL flows in production
- Worked on providing end to end BI solutions to the clients, from raw data to dashboards