

Lavanya Krishnan

Senior Data Analyst – Product Analytics

Bengaluru, Karnataka · [Phone] · [Email] · [Website or LinkedIn]

PROFESSIONAL SUMMARY

Senior data analyst with six years in fintech and e-commerce, currently leading product analytics for a lending app's onboarding and repayment journeys. Designs metrics, runs A/B test readouts and builds self-serve dashboards used by product managers every day. Strong in SQL, Python and experiment design, with a habit of documenting every metric definition.

SKILLS

Advanced SQL · Python · A/B testing · Funnel analysis · Cohort retention · Tableau · dbt · BigQuery · Metric definitions · Stakeholder storytelling

EXPERIENCE

Senior Data Analyst – Product — Series-C digital lending startup, Bengaluru

2 years 9 months · current

- Own analytics for onboarding and repayment flows used by about four million borrowers, partnering with three product managers.
- Designed and analysed 18 A/B tests, including a KYC step change that lifted application completion by roughly six percentage points.
- Built dbt models and a Tableau workspace that cut ad hoc data requests to the analytics team by nearly half.
- Mentor two junior analysts through weekly query reviews and a shared checklist for validating results before sharing.

Data Analyst — Online grocery marketplace, Bengaluru

2 years 5 months

- Analysed cohort retention by city and first-order category, informing a welcome-offer change that improved second-order rates in new markets.
- Automated a daily delivery-slot utilisation report in Python, saving operations leads about five hours of manual work each week.
- Investigated a sudden spike in refunds and traced it to a packaging issue at one warehouse within two days.

MIS Analyst — Insurance distribution company, Chennai

1 year 2 months

- Prepared branch-wise sales and persistency reports in Excel and SQL for regional managers across the southern zone.
- Replaced copy-paste steps in the monthly incentive workbook with lookup formulas, reducing calculation errors flagged by branch teams.

- Answered data requests from zonal heads within agreed timelines and kept a log of recurring questions for future automation.

EDUCATION

M.Sc. Applied Statistics — Central university, Puducherry

B.Sc. Mathematics — Women's arts and science college, Chennai

CERTIFICATIONS AND REGISTRATIONS

- Tableau Desktop Specialist
- Google Cloud course in BigQuery for Data Analysts

PROJECTS

- Metric glossary — created a documented source of truth for 60 product metrics adopted across lending squads

LANGUAGES

English · Tamil · Kannada