

CHETAN RV

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PROFESSIONAL SUMMARY:

Senior **Marketing Analytics** and **Business Intelligence** professional with **6+ years** of experience delivering enterprise analytics solutions that improve **customer acquisition, engagement, retention, and revenue growth**. Expertise in **SQL, Power BI, Python, Databricks, Snowflake, GA4, Adobe Analytics, Salesforce Marketing Cloud**, and digital marketing measurement.

TECHNICAL SKILLS:

Marketing & Growth Analytics: Marketing Performance Measurement | Campaign Performance | Marketing Attribution | Marketing Mix Modeling (MMM) | Customer Acquisition | Customer Segmentation | Customer Journey Analytics | Funnel & Conversion Analysis | Cohort Analysis | Customer Retention | A/B Testing | Incrementality Testing | Marketing ROI | Channel Performance | Trend Analysis
Business Intelligence & Visualization: Power BI | Tableau | Looker | Databricks | Executive Dashboards | KPI Development | Automation
Customer & Digital Analytics: Customer Lifetime Value (CLV) | Behavioral Analytics | Loyalty Analytics | Product Analytics | Google Analytics 4 (GA4) | Adobe Analytics | Google Ads | Meta Ads Manager | Salesforce CRM | Salesforce Marketing Cloud | mParticle (CDP)
Programming & Data: Python | dbt | Bash Scripting | Git | Advanced Excel | SQL | Snowflake | BigQuery | ETL | ML Forecast Models
Collaboration Tools: G-Suite (Docs, Sheets, Slides, Drive) | Jira | Confluence | ServiceNow | Agile/Scrum | UAT Testing

PROFESSIONAL EXPERIENCE:

Lead Data Analyst - Growth Marketing Analytics

Dec. 2025–Present

Dave & Buster's Inc | Main Event

Coppell, TX, USA

- Own enterprise **marketing analytics** supporting **customer acquisition, engagement, retention**, loyalty, and revenue by partnering with **Marketing, CRM, Growth, Business Development, Operations**, and **Executive Leadership** across **217+ locations**.
- Developed enterprise **Power BI dashboards** consolidating marketing, CRM, loyalty, and **operational KPIs** into **executive reporting** solutions, reducing reporting turnaround from **2 days to under 3 hours**.
- **Automated enterprise reporting pipelines** integrating **Salesforce Marketing Cloud, GA4, Adobe Analytics, Google Ads, CRM**, and **Databricks**, improving reporting scalability while reducing manual effort by **35%**.
- Led **campaign performance measurement** across paid media, CRM, digital, and in-store marketing initiatives through **A/B testing, incrementality analysis, attribution modeling**, and **marketing ROI** measurement, improving marketing spend efficiency by **20%**.
- Designed **SQL-based customer segmentation, behavioural analytics, cohort analysis**, and **Customer Lifetime Value (CLV)** models that enabled personalized marketing strategies and increased repeat visits by **15%**.
- Developed **Power BI executive dashboards** measuring **customer acquisition, engagement, retention, funnel progression, campaign performance, marketing ROI**, and **marketing attribution**, enabling leadership to monitor marketing performance in near real time.
- Converted an executive business question around declining **customer acquisition** into a structured analytical investigation, identifying messaging and **customer engagement** as primary contributors to a **42% YoY traffic decline** and presenting actionable recommendations.
- Collaborated with cross-functional teams to **develop the Marketing Mix Model (MMM)**, quantifying channel contribution and optimizing future marketing spend.
- Partnered with **Data Engineering** to improve **data governance, data quality**, and **KPI definitions**, ensuring consistent and accurate **reporting**.

Marketing & Revenue Analytics Consultant

Jan. 2025–Jul. 2025

Delaware North | UB Project Clinic Intern

Buffalo, NY, USA

- Partnered with **Marketing, Operations, Finance, and executive stakeholders** to translate business objectives into scalable analytics solutions supporting revenue growth and operational performance.
- Designed standardized **KPI frameworks** and executive scorecards that enabled business leaders to monitor customer acquisition, campaign performance, operational efficiency, and revenue trends.
- Automated **SQL** reconciliation and reporting workflows supporting **\$50M+** in monthly transactions, reducing reporting turnaround by **40%**, decreasing reconciliation errors by **60%**, and achieving **zero audit exceptions**.

Senior Data Analyst – Growth Marketing Analytics

May. 2019–Jun. 2024

LTIMindtree Pvt Ltd | Travelers Insurance Companies (Hartford, USA)

Bengaluru, India

- Partnered with **Marketing, Sales, Product, Operations**, and **Business Development** teams to translate strategic business questions into scalable **Business Intelligence** solutions supporting **customer acquisition**, revenue growth, and operational excellence.
- Designed and maintained enterprise **Power BI dashboards** measuring **customer acquisition, marketing performance**, conversion, pipeline health, **operational KPIs**, and executive business metrics across **10+ business units**.
- Built scalable **SQL** data models and automated reporting pipelines that improved reporting accuracy, reduced manual effort, and supported enterprise-wide **Business Intelligence** initiatives.
- Consolidated **20+** fragmented **marketing, sales**, and operational reports into a centralized **Power BI** reporting platform, reducing reporting effort by **40%** while increasing stakeholder adoption by **3x**.
- Developed **predictive analytics** models for customer conversion and **revenue forecasting**, improving forecast accuracy by **25%** and supporting strategic planning and investment decisions.
- Performed **customer segmentation, behavioural analytics, funnel analysis**, and **KPI reporting** to identify high-value customer segments and improve **marketing effectiveness**.

EDUCATION:

UNIVERSITY AT BUFFALO, THE STATE UNIVERSITY OF NEW YORK

Buffalo, NY, USA

Master of Science in Management Information Systems (GPA: 4.0/4.0)

May. 2025