

Sneha Wankhede

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PROFESSIONAL SUMMARY

Data-driven professional with 8+ years of experience in performance analytics, reporting, and KPI-driven decision-making. Actively developing strong skills in SQL, Advanced Excel, Power BI, and Python through a Professional Data Science Certification from Newton School. Experienced in analyzing marketing datasets, building dashboards, and translating insights into business strategies. Transitioning into a full-time Data Analyst role.

EDUCATION

Master of Computer Applications (Computer Applications) SNDT University	2012 - 2015 Grade: 68.84%
Bachelor of Computer Applications (Computer Applications) BMN Collage of Home Science	2009 - 2011 Grade: 59.83%
Intermediate (Class XII) Patkar Varde College	2007 - 2008 Grade: 54.67%
Matriculation (Class X) Nagari Nivara Vidyalay	2005 - 2006 Grade: 55.86%

EXPERIENCE

Deputy Manager - SEO September 2024 - June 2025
Lighthouse Learning Pvt. Ltd *Mumbai, Maharashtra, India*

- Increased organic traffic by **25% in 6 months** through data-driven SEO strategies using GA4, GSC, SEMrush, and Ahrefs.
- Improved **lead quality, conversions, and retention** by analyzing user behavior, keyword intent, and funnel performance.
- **Collaborated with SQL/CRM teams** to validate campaign data and enable accurate, **data-driven reporting**.
- Led website revamp and **A/B testing initiatives**, improving **user engagement** (session duration, interaction rates, CTR).
- Built **data-backed content strategies** aligned with B2C EdTech funnel, driving visibility and **conversion growth**.
- Delivered insights to leadership using data **storytelling, influencing marketing and business decisions**.

SEO Manager November 2021 - September 2024
Dr Batra's Healthcare *Mumbai, Maharashtra, India*

- Increase organic traffic by **30% within 6 months** through keyword analysis, **user behavior insights**, and content gap identification, driving revenue growth.
- Conducted **technical SEO audits** (crawl errors, schema, mobile optimization, Core Web Vitals), improving **site performance, indexation, and search visibility**.
- Managed **200+ Google Business Profiles**, enhancing local SEO visibility and **increasing clinic discovery and footfall**.
- Built **KPI dashboards and reports** (traffic, rankings, CTR, conversions) using GA, GSC, and Looker Studio to drive data-informed decisions.
- Collaborated with cross-functional teams (product, content, tech) to optimize user journeys and **improve engagement across funnels**.
- Performed **competitor analysis and trend tracking** using SEMrush and Ahrefs to refine SEO and content strategies.
- Recognized as "**High Organic Revenue Performer (Jul 2023)**" for delivering significant growth in organic revenue and high-intent traffic.

SEO Manager March 2021 - November 2021
Ruloans Distribution Services Private Limited *Mumbai, Maharashtra, India*

- Analyzed website performance using GA, GSC, **identifying ranking gaps, CTR drop-offs**, and optimization opportunities.
- Built **KPI dashboards and monthly reports** (impressions, sessions, leads) in Looker Studio, Google Analytics and Advanced Excel for performance tracking.

- Delivered **data-driven recommendations** to improve search visibility, user engagement, and content relevance.
- Led **website architecture revamp**, enhancing user journey and **increasing lead generation and conversions**.
- Mentored team members and interns on SEO analytics, technical audits, and reporting frameworks.

SEO Executive

Five Feed E-Learning Solutions

August 2020 - December 2020

Mumbai, Maharashtra, India

- Executed on-page and off-page SEO strategies (content optimization, link building), improving visibility and domain authority.
- Collaborated with content teams to develop SEO-friendly content, enhancing relevance and user experience.
- Monitored website performance using Google Analytics, identifying trends and optimization opportunities.

SEO Executive

iBridge Digital

May 2018 - June 2020

Mumbai, Maharashtra, India

- Managed SEO strategies for 6–7 international clients (UAE, US, India), delivering customized solutions to improve rankings and online visibility.
- Led and trained a team of SEO trainees interns, overseeing on-page and off-page execution to meet client performance goals.
- Optimized website structure and performance using HTML/CSS, improving user experience and search engine crawlability.
- Collaborated with clients and cross-functional teams, delivering performance reports and data-driven recommendations for continuous improvement.

SEO Executive

RupeeBoss Financial Services Pvt Ltd

January 2017 - May 2018

Mumbai, Maharashtra, India

- Executed technical and off-page SEO activities (GSC error fixes, sitemap management, link building), improving site performance and search visibility.
- Supported digital marketing initiatives, including social media optimization and content promotion to drive brand awareness and engagement.
- Performed website testing and basic performance analysis, identifying issues and contributing to optimization efforts.

PROJECTS

Capstone Bank CRM Analysis Dashboard - Power BI ([Demo](#))

October 2025

Tools: Power BI, Power Query, DAX, SQL, Excel

- Built an end-to-end CRM analytics dashboard to track total, active, inactive, retained, and exited customers across years and locations.
- Created DAX measures to calculate KPIs such as active customers, churned customers, credit card holders, and retention metrics.
- Analyzed customer activity trends over time to identify seasonal drops and growth patterns in active vs inactive customers.
- Performed customer segmentation based on credit score, credit card ownership, gender, geography, and number of products held.
- Evaluated churn and retention patterns using customer risk profiles and product penetration analysis.
- **Recommendations:** Focus retention strategies on high-risk inactive segments, increase credit card adoption among non-card customers, and target multi-product customers to reduce churn.

Chinook Music Store ([Demo](#))

July 2025

Customer Risk Profiling and Churn Analysis using SQL

Tools: SQL (Joins, CTE, Window functions, Aggregations, Conditional formatting)

- Analyzed customer purchase behavior and revenue patterns across genres, artists, and locations.
- Used SQL Joins CTEs to identify top-paying customers, high-value segments, and frequent buyers.
- Applied Window Functions to calculate revenue rankings, average spend, and customer lifetime value.
- Compared performance across media types, playlists, and markets to find profitable categories.
- Created insights on low-performing genres and revenue leakage areas.
- Recommendations: Focus marketing campaigns on top-spending customers, promote high-revenue genres (Rock, Latin), and bundle low-performing tracks to increase sales

Zomato Restaurants Expansion ([Demo](#))

June 2025

Zomato Restaurant Explanation - Advance Excel

Tools: Excel (Pivot Tables, Lookups, Dashboards, Conditional Analysis)

- Analyzed restaurant data across cities to identify high-demand and low competition zones.
- Used Pivot Tables to evaluate restaurants count, cuisine popularity, order frequency, ratings, and customer preferences.
- Identified top-performing restaurant categories and under-served cuisines across cities, average price for two and price range affordability.
- Conducted profitability and feasibility analysis to determine which cities are most suitable for new restaurant expansion.
- Highlighted operational challenges such as low rating clusters, correlations between table booking, online delivery.
- Recommendations: Expand into high-demand Tier 1 areas with lower competition; introduce trending cuisines in untapped zones; improve presence in cities showing high repeat orders. Initiate localized offers and promotional activities.

CERTIFICATIONS

Excel Using AI AI for Techies ([Link](#))

April 2026

Key takeaways:

- Faster data analysis using AI
- Simplifying complex formulas
- Generating insights with minimal effort

Python Using AI AI for Techies ([Link](#))

April 2026

Key takeaways:

- Writing smarter code with AI assistance
- Automating repetitive data tasks
- Understanding how Python fits into real-world data analysis

Professional Certificate in Data Science Newton School

April 2025

- Developing strong foundations in SQL, Advanced Excel, Power BI, and Python (Pandas, NumPy)
- Building hands-on projects to perform data analysis, dashboarding, and business insights generation
- Applying techniques for data cleaning, transformation, and visualization
- Currently progressing towards Machine Learning and advanced analytics concepts

Digital Marketing Certification – SEO, SMO & Google Analytics Operating Media Institute

April 2016

- Gained expertise in SEO strategy, social media optimization, and Google Analytics.
- Developed skills in driving online visibility, campaign performance analysis, and audience engagement.

SKILLS

Computer Languages: Python, SQL, HTML, SQL, Python

Data Tools: NumPy, Power BI, Power BI

Software Packages: Pandas, Excel, MySQL, Excel

Soft Skills: Interpersonal communication, Leadership, Team Building, Decision-making, Research, Delegating tasks, Teamwork, Critical Thinking, Responsibility, Presentation Skills, Communication Skills

Others: Microsoft Office, Spreadsheet, Product Management, Problem-Solving, Documentation Writing, SEO/SEM marketing