

# Snehha Wankhede

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## PROFESSIONAL SUMMARY

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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

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

## EXPERIENCE

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**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** August 2020 - December 2020  
Five Feed E-Learning Solutions *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** May 2018 - June 2020  
iBridge Digital *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** January 2017 - May 2018  
RupeeBoss Financial Services Pvt Ltd *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

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**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

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**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

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**Computer Language:** HTML, Python, SQL

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

**Databases & Data Tools:** Excel, MySQL, Power BI, Spreadsheet

**Domain & Business Skills:** Documentation Writing, Product Management, SEO/SEM marketing

**Frameworks & Libraries:** Microsoft Office, NumPy, Pandas