

Data Analytics Associate

Location: Neelkanth Business Park, Vidyavihar East

Salary Range: ₹25,000 – ₹30,000/month

Role Summary:

The Data Analytics Associate will provide insights through data analysis, build dashboards, and track KPIs across products and campaigns to drive decision-making. This includes analysing digital ads, email, WhatsApp, and other engagement channels.

Key Responsibilities:

- Collect, clean, and analyse data from CRM, campaigns, and other platforms.
- Develop dashboards and reporting frameworks for business and marketing performance.
- Track key metrics including conversion rates, CPL, CAC, engagement, and ROI.
- Monitor **multi-channel campaign performance** (ads, email, WhatsApp, social media).
- Support A/B testing and help optimise campaigns based on data.
- Provide **audience segmentation and behavioural insights** for targeting.
- Ensure CRM hygiene and data integrity across systems.
- Work closely with the Product Owner and Campaign Manager to optimise performance.

Requirements:

- 1–3 years of experience in data analytics/BI roles.
- Proficiency in Excel, SQL, and visualisation tools (Tableau, Power BI, or Google Data Studio).
- Strong analytical skills and attention to detail.
- Ability to communicate insights effectively to non-technical stakeholders.
- Experience with **marketing analytics tools (Google Analytics, Meta Insights, email/WhatsApp reporting dashboards)** preferred.