

ANIMESH SAHARAN

CONTACT

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VITASTUDENT ACCOMODATION,
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AMAZON

EDUCATION

Bachelor's Degree
BA ACCOUNTING AND BUSINESS ANALYTICS
UNIVERSITY OF GREENWICH
LONDON, UK 2025-2027

A-LEVEL
HIGHER SECONDARY EDUCATION
DELHI PUBLIC SCHOOL.
70%
RAJASTHAN, INDIA 2022-2023

CERTIFICATIONS

- ….FOUNDATIONS OF DIGITAL MARKETING AND E-COMMERCE
  GOOGLE FEBRUARY 2024
- ATTRACT AND ENGAGE CUSTOMERS WITH DIGITAL MARKETING
  GOOGLE FEBRUARY 2024
- INTERACT WITH CUSTOMERS ONLINE
  GOOGLE FEBRUARY 2024

SKILLS

- Teamwork
- Fluent Communication
- Digital Marketing
- Microsoft Office
- Spreadsheets

PROFESSIONAL OVERVIEW

Dynamic and detail-oriented Business Analyst Intern with a sharp analytical mindset and a passion for transforming complex data into impactful business insights. Adept at identifying trends, optimizing processes, and translating raw numbers into clear strategic actions. With a foundation in business intelligence, data visualization, and stakeholder communication, I bring a unique blend of logic and creativity. Known for asking the right questions, connecting the dots others miss, and driving data-backed decision-making that makes a measurable difference. Eager to contribute to innovative teams where curiosity, precision, and collaboration are valued.

WORK EXPERIENCE

Student Ambassador
LONDONIST DMC. London 2025 - Present

• Promoted Londonist accommodations across social media platforms, campus events, and student communities.
• Acted as a liaison between the brand and prospective clients, providing personalized consultations.
• Organized and participated in virtual info sessions, webinars, and live Q&As to educate students about housing options in London.
• Provided peer-to-peer support, sharing personal experiences and addressing FAQs with authenticity and professionalism.
• Gathered feedback from potential clients and provided insights to the marketing team to improve service offerings.
• Maintained a positive brand image and upheld Londonist's values of quality, trust, and cultural diversity.

Junior Business Analyst

AMAZON . India (Entry-level, remote) 2023 – 2024

• Conducted in-depth A/B test analysis for listing optimization strategies, resulting in a 6% increase in conversion rates across selected product categories.

• Created weekly performance reports on seller metrics, buyer engagement, and marketplace health, helping senior analysts streamline decision-making processes.

• Proposed data-backed improvements to amazon's category-level search filters, contributing to a measurable improvement in click-through rates (CTR) by 8%.

• Collaborated with cross-functional teams (Product, Marketing, Data Science) to identify user behavior patterns across amazon's marketplace platform using SQL and Tableau dashboards.

• Participated in Agile sprints, contributed to user story creation, and supported the product lifecycle from data requirements gathering to implementation.

RETAIL DIGITAL ANALYST

PUMA. India (Entry-level) 2021-2023

- Understanding upselling and cross-selling strategies that benefit the customer and meet sales goals and quickly learning and promoting PUMA's products (performance gear, lifestyle, collabs) with confidence.
- Assisting with creative product displays that align with PUMA's brand aesthetics along with keeping up with sneaker culture, streetwear trends, and what's hot in the sportswear industry.
- Understanding how digital trends and social platforms influence in-store customer behavior.
- Talking about PUMA's campaigns, athlete endorsements, and sustainability efforts with authenticity.
- Assisting in stockroom management and knowing what's available to avoid lost sales and Being genuinely enthusiastic about PUMA's vision: *"Forever Faster "* likely embracing PUMA's global and inclusive vibe.