

ANKIT VARMA

Senior Business Analyst | Analytics Engineer (Looker/LookML)

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PROFESSIONAL SUMMARY

Senior Business Analyst with 6+ years of experience across healthcare SaaS, financial services, compliance assurance, and e-commerce. Specialises in Looker/LookML analytics engineering, advanced SQL, Python, and scalable BI solutions. Led the migration of dashboards for 6+ enterprise pharma clients from Apache Superset to Looker, reducing pipeline compute costs by 60% and increasing dashboard adoption by 40%. Strong track record in stakeholder management, KPI design, data quality, BI development, experimentation, and analytics engineering, complemented by experience in statistical modelling and machine learning.

CORE SKILLS

Languages & Databases: SQL (Advanced), Python, R, SAS, Google BigQuery, PostgreSQL, MySQL

BI, Visualisation & Semantic Layer: Looker, LookML, Apache Superset (Preset), Power BI, Tableau, Google Analytics, Excel, Seaborn, Matplotlib

Data Engineering & Quality: Pipeline design, ETL/ELT, dbt (Core), data ingestion, anomaly detection, deduplication, normalisation, data governance, data documentation, Apache Airflow

Statistics & ML: A/B testing, hypothesis testing, regression (Linear, Logistic), classification, decision trees, random forest, XGBoost, segmentation

Cloud: Google Cloud Platform (BigQuery, Cloud Storage, Dataflow)

Product & Process: Stakeholder management, requirements gathering, KPI design, roadmap influence, Veeva CRM, Jira, Confluence, Agile

PROFESSIONAL EXPERIENCE

Sorcery | Senior Business Analyst Jun 2023 – Present

Healthcare & Life Sciences SaaS | Bengaluru, India

- Architected the **LookML semantic layer** for 6+ pharma clients (base views, dimensions, measures, and explores) and built a reusable dashboard framework using LookML extends, cutting dashboard **build time by 60%** and keeping KPIs consistent.
- Worked with analysts, SMEs and built **SQL Derived Tables (SDTs)** in LookML by writing **SQL queries** with custom logic for Custom Dashboards, translating ad-hoc business asks into production-ready BI.
- Guided through data **normalization and schema mapping**, flagging unmapped fields from Veeva CRM and other sources as custom attributes; kept database and dashboards accurate pre-release.
- Diagnosed client-reported **data discrepancies via SQL/Python** root-cause analysis; redesigned transformation logic and shared evidence-based fixes with clients, showing a **30% drop** in recurrence and increasing stakeholder satisfaction.
- Introduced weekly stakeholder updates and Jira-tracked change logs to keep leadership informed, replacing inconsistent reporting; later adopted as team-wide standard.
- Used AI-assisted development tools including **Claude and Cursor** to accelerate LookML development and validate dimensions, views, metrics, and joins against expected platform output; committed changes through Git merge requests for traceable delivery.
- Replaced manual ingestion with **automated Python pipelines** (dedup, normalization, field mapping, etc.) orchestrated via Airflow; cut compute **costs 60%**, cut data **discrepancies 50%**.
- Ran **A/B tests** on dashboard layout and information hierarchy; KPI-tile-first redesign lifted weekly active usage 25% and became the new design standard, contributing to a **40% overall adoption uplift** across clients.
- Mentored 5+ junior analysts** and built a self-serve enablement layer (metric definitions, filter guides, refresh cadence) enabling non-technical users to onboard independently.

EXL Analytics India | Business Analyst Apr 2022 – Jun 2023

Financial Services Analytics | Gurgaon, India

- Built customer-spend prediction models (XGBoost, Linear Regression) on stratified samples from PostgreSQL/Teradata; improved model accuracy 10% and enabled sharper data-driven targeting.
- Applied hypothesis testing and VIF-based variable selection to reduce overfitting; achieved a Delta Capture Rate of 75%+ vs a 60% benchmark, Adjusted R² train/test gap under 8%.
- Delivered a Linear Regression forecasting model at 89% accuracy alongside a customer segmentation framework (by industry, spend behaviour, and quantile spend) that directly informed campaign targeting decisions.

Epsilon India | Client Service AnalystJan 2021 – Jan 2022

Marketing Analytics | Bengaluru, India

- Identified process improvement opportunities through business-process analysis, surfacing ~30% per quarter in client cost savings.
- Built Publisher Performance Reports tracking top products by trend and seasonality, owned full workflow from MySQL data extraction to client-facing documentation.

Amazon India | Content Reviewer & AnalystJul 2019 – Jan 2021

Operations Analytics | Bengaluru, India

- Produced Weekly and Monthly Business Review (WBR/MBR) decks with statistical analysis and data visualisations for senior stakeholders, enabling data-driven operational decisions.
- Onboarded and coached new-hire analysts on review standards and reporting processes; tracked team performance trends to surface quality and productivity gaps proactively.

EDUCATION

Bachelor of Business Administration (BBA), Marketing — CGPA 8.2 / 10Sep 2016 – May 2019

Dayananda Sagar University, Bengaluru, India

CERTIFICATIONS

- SQL (Advanced) – HackerRank
- Python (Advanced) – CutShort Certified
- ML Masters with Deployment – iNeuron.ai
- dbt Core Certification

KEY ACHIEVEMENTS AT A GLANCE

- 40% overall dashboard adoption uplift across 6+ enterprise pharma clients
- 60% reduction in dashboard build time via reusable LookML semantic layer and dashboard extends
- 30% reduction in client-reported issues via anomaly detection, normalisation & mapping
- 75%+ Delta Capture Rate on customer-spend prediction model (vs 60% benchmark)
- 89% accuracy on Linear Regression forecasting model