

Shish Mohammad Khan (Anindo)

Data Analyst

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SUMMARY

Data Analyst who builds analytics functions from scratch and ties the output directly to revenue, margins, and growth. Track record spans pricing strategy, event tracking, dashboards, and segmentation across travel tech, food delivery, and ride-hailing. Strong in SQL, Python, and BigQuery, and comfortable owning a problem end to end, from raw data to a decision leadership acts on.

EXPERIENCE

Data Analyst | Truely Travel eSIM, Singapore (Remote)

Feb 2025 - Present

- Built the company's **analytics foundation from scratch**, standing up GA4, GTM, and Firebase tracking to reach **~93% event coverage** across web and app, giving leadership a reliable base for every product and investor decision
- Owned the BI reporting layer for investor metrics, product performance, and margins, cutting reporting turnaround from hours to minutes
- Owned pricing strategy for **3K+ products**, benchmarking competitors and adjusting margins, contributing to a **~10% increase in gross margins**
- Ran funnel and cohort analysis in **BigQuery and GA4** that surfaced key drop-off points, lifting conversion rates by **~8%**
- Led financial reconciliation across Stripe, refunds, and commissions, cutting revenue leakage by **~6%**
- Reduced ad-hoc data requests by **~50%** by building self-serve dashboards and automating recurring reports
- Established **SQL-based QA frameworks** that caught and fixed tracking discrepancies before they reached reporting, improving analytics reliability by **~70%**

Data Analyst | Foodpanda (Delivery Hero), Dhaka, Bangladesh

May 2024 - March 2025

- Increased rider supply by **~20%** during shortages by designing incentive models in **SQL and Python** to target high-need zones
- Grew stacking monetization from **12% to 16%** by building dashboards and running supply-side funnel analysis
- Lowered Rider Contact Rate from **17% to 3%** through root-cause analysis and operational fixes
- Boosted rider reactivation by **~15%** with data-driven lifecycle campaigns
- Designed and maintained **Tableau / Looker dashboards** that surfaced supply gaps and demand spikes in real time, guiding operations and leadership decisions
- Cut query costs by **~50%** with a new ETL pipeline (dbt + Airflow), powering real-time dashboards for ops and leadership
- Engineered Python-based scrapers (Selenium) to extract competitor restaurant data, improving menu enhancements by **~25%** through automated fuzzy matching

Senior Business Intelligence Analyst | Pathao, Dhaka, Bangladesh

Jan 2023 - April 2024

Promoted from BI Analyst Intern to BI Analyst to Senior BI Analyst

- Segmented drivers and users through **Python-based clustering analysis**, lifting campaign effectiveness by **~8%**
- Initiated Subscription and Dynamic Commission projects, building pricing and incentive models in **SQL and Python** that raised rides per day by **~25%**, driver acceptance by **~15%**, and completion rates by **~10%**
- Slashed driver churn by **~20%** and boosted driver income by **~18%**, lifting platform performance by **~12%**, using **cohort retention analysis** to redesign onboarding and incentive programs
- Led fraud detection initiatives that curbed fraudulent activity by **~40%**
- Used Python, Pandas, Folium, and H3 for geospatial demand analysis to optimize resource allocation

SKILLS

Languages & Scripting: SQL, Python, Apps Script, JavaScript

Tracking Tools: Google Analytics (GA4), Google Tag Manager (GTM), Firebase Analytics

BI & Visualization: Tableau, Looker, Metabase, Redash, Excel, Google Sheets

Data Platforms: Google BigQuery, dbt, Apache Airflow, Google Cloud Platform (GCP), Git

Analytical Methods: Funnel & Cohort Analysis, A/B Test Analysis, RFM/Behavioral Segmentation, Pricing/Margin Analysis, Financial Reconciliation

EDUCATION

Bachelor of Science, Computer Science and Engineering

United International University, 2018 to 2022