Saurav Dubey

✉ dubey.saurav461@gmail.com in Linkedin/DubeySaurav ⬤ Github/DubeySaurav 🌐 SauravDubey.com

Experience

Flodata Networks
Feb 2025 – Present

Senior Product Analyst
Vancouver, BC

- Leveraged **Python** (**Pandas**, **NumPy**), **SQL**, and **Tableau** to analyze product usage data, focusing on **SaaS metrics** like **feature adoption**, **user retention**, and **engagement**, informing scalable product strategies.
- Designed and maintained **data pipelines** using **AWS Glue** for data transformation and **S3** for scalable storage, enabling **cross-functional teams** to access unified reporting views and drive data-driven decisions.

Churchill Downs Interactive Canada
Dec 2021 – Jan 2025

Product Analyst
Vancouver, BC

- Developed a **churn prediction model** using **Python** (**Scikit-learn**, **Logistic Regression**) with **sampling** techniques and **A/B testing**, increasing player **retention by 21%** and tracking metrics like engagement and retention.
- Built a **predictive model** with **Python** (**Pandas**, **XGBoost**) to identify and grow **VIP players by 15%**, collaborating with Marketing on **survey/questionnaire design** for personalized campaigns and leveraging **MS SQL Server** for efficient data querying and connecting **campaign performance** to customer journey insights.
- Designed live **MicroStrategy** dashboards for major events (e.g., **Kentucky Derby**), boosting **turnover by 12%** through actionable insights on event engagement; integrated data via **API** with **ZenDesk** for cross-team visibility.
- Analyzed marketing promotions with **SQL** and **Google Optimize** for **A/B testing**, achieving an **86% retention rate** and driving a **10% monthly revenue increase**, focusing on like conversion rates and customer lifetime value.
- Automated promotional credits and ad-hoc requests with **Python** scripts and **AWS Lambda**, enhancing **efficiency by 15%** and achieving **99% accuracy**, while using **Git/GitHub** for version control
- Optimized the **TwinSpires Loyalty program** with **statistical analysis** (**Statsmodels**), saving **$65,000 monthly** through data-driven reward refinements, monitored via **MicroStrategy** dashboards.
- Collaborated with finance, product, and marketing teams to build **client-facing, self-service analytics solutions**, presenting insights in **stakeholder meetings** to democratize data access and improve client satisfaction.

Triple Tree Nurseryland
Sep 2020 – Dec 2021

Product Analyst
Maple Ridge, BC

- Conducted **cohort analysis** with **Python** (**Pandas**) and **SQL** on customer data, increasing **repeat rates by 20%** and **monthly revenue by $20,000**, focusing on metrics like retention and average order value, and customer journey.
- Optimized email campaigns via **A/B testing** using **Optimizely**, and **text mining** of customer responses, improving **open rates by 12%** and **click-through rates by 23%**, tracking performance with **Google Analytics** integration.
- Enhanced **demand forecasting** with **statistical methods** (**Statsmodels**) and **R**, reducing **backorders by 17%** and improving supply chain efficiency, with results visualized in **Tableau** for stakeholder review.
- Performed **market basket analysis** using **Python** (**NumPy**) and **SQL**, lifting **sales by 11%** through segmentation and product pairing insights, leveraging **AWS S3** for data storage and retrieval.

QAD Inc
July 2017 – Dec 2018

Data Analyst
Vancouver, BC

- Developed reusable documentation and knowledge assets using **Jupyter** notebooks and **Google Workspace**, significantly improving team productivity and onboarding.
- Cleaned and validated large datasets with **SQL** and **Python** (**Pandas**), ensuring accuracy for analytics and reporting, and enforcing **data governance** practices akin to modern standards like **Snowflake**.

Technical Skills

Languages & Methods : Python (Pandas, NumPy, Scikit-learn, NLTK for text mining), R, SQL, Sampling
Visualization: Tableau, Power BI (DAX/M), MicroStrategy, Matplotlib, Seaborn, Looker, Sigma
Tools: Git/GitHub, AWS Glue, Google Analytics, Adobe Analytics, Google Tag Manager
Cloud: AWS (Redshift, S3, SageMaker), Snowflake
Technologies/Frameworks: Predictive Modeling, Regression Analysis, A/B Testing, Customer Segmentation, ETL Processes, Data Pipeline Development, Paid Media Analysis

Education

Douglas College
Jan. 2019 – May 2021

Post Baccalaureate Diploma in Data Analytics
New Westminster, BC

University of Mumbai
July 2013 – Jun 2017

Bachelor of Engineering in Computer Science
Mumbai, Maharashtra