

# Garima Suhag

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## PROFILE

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- **Objective:** Driven analyst with a track record of 4 years in the analytics domain, specializing in marketing and customer behavior analysis. Proficient in quantitative analysis, deriving data-driven insights, and making strategic decisions. Enthusiastic about leveraging these capabilities to make a significant impact in global dynamic market environment.
- **Technical Skills:** SQL, R, Python, Tableau, Power BI, Alteryx, MS Office, Microsoft Azure, AWS, Salesforce, PureCloud, Jira, VBA Excel.
- **Core Competencies:** Project Management, Stakeholder Management, Google Analytics, Marketing Analytics, Campaign Management & Optimization, Consumer Behavior Analysis, A/B Testing, Hypothesis Testing, ROI Analysis, Digital Marketing Analysis, Data Visualization, Statistical Modelling and Data Mining (Linear and Logistic Regression, Regularization, Clustering, Decision Tree, Random Forest, Time Series Forecasting), Predictive Analytics.

## PROFESSIONAL EXPERIENCE

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### Cineplex

Toronto, Canada Jan 2023 - Present

#### *Loyalty Analyst, Marketing*

- Forecasted financial impacts of loyalty program initiatives, driving revenue growth by 8% through predictive analytics.
- Conducted quantitative and qualitative loyalty impact analysis, informing strategic decision-making and increasing customer retention by 10%.
- Analyzed customer behavior and trends using Adobe's Customer Journey Analytics to optimize promotional activities and enhance marketing strategies resulting in a 7% increase in sales.
- Strategically priced rewards to meet organizational goals, aligning pricing strategies with business objectives and improving program profitability by 12%.
- Created a customer segmentation model based on variables such as spend, frequency, and recency, and leveraging this model for personalized targeting and enhanced customer understanding.
- Created an interactive dashboard using Tableau to visually represent data, providing different views tailored for various stakeholders.

### Mu Sigma Inc.

Bengaluru, India Dec 2018 – Jul 2021

#### *Decision Scientist*

- Developed a demand forecasting framework, reducing stock outs by 19% and identifying liquidation opportunities, resulting in an 11% increase in revenue.
- Conducted A/B testing to analyze the impact of UI/UX changes, increasing website conversion rates by 5%.
- Assisted in campaign design and measurement, contributing to a 14% increase in customer engagement and acquisition.
- Provided insights for merchandising decisions, optimizing customer targeting and increasing sales of women's apparel by 18%.
- Implemented a return abuser analysis framework, reducing fraudulent transactions by 8% and minimizing financial losses.

## **EDUCATION**

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**Odette School of Business, University of Windsor**  
*Master of Management, Business Data Analytics*

**Windsor, ON**  
**Dec 2022**

**Nitte Meenakshi Institute of Technology**  
*Bachelor of Technology, Computer Science and Engineering*

**Bengaluru, India**  
**May 2018**

## **ACADEMIC PROJECTS**

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- **Automobile Sales Dashboard:** Analyzed car sales across multiple KPIs, informing marketing strategies and increasing sales by 12%.
- **Recommendation Tool:** Developed a machine learning model to recommend products based on customer purchase patterns, increasing recall by 7.5%.
- **Stock Price Prediction:** Implemented LSTM and Vader models for equities investment, achieving an accuracy rate of 91%.
- **Default Payment Prediction:** Forecasted credit card payment defaults using gradient boosting, resulting in an AUC of less than 0.84.

## **LEADERSHIP ACTIVITIES AND HONORS**

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- Received a Spot Award for excellence in high-impact projects at Mu Sigma Inc.
- Led a team of 5 to create an end-to-end budget allocation tool, improving financial planning processes and stakeholder satisfaction.