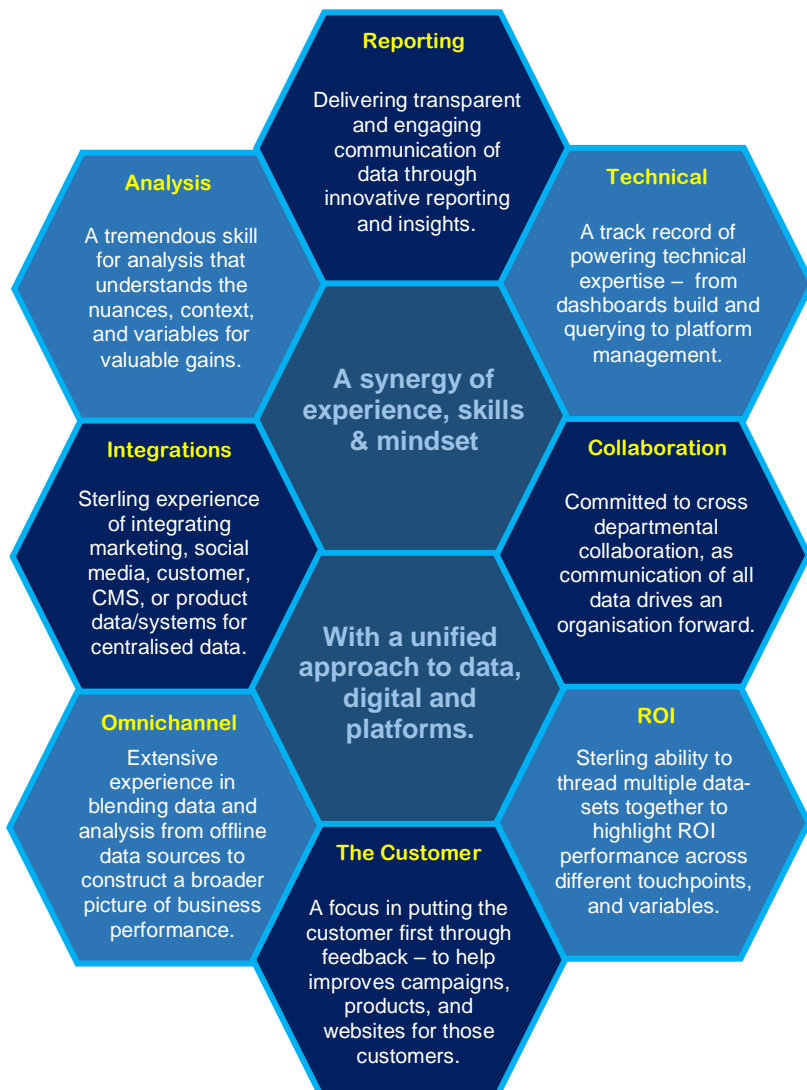


Anantdeep Sandhu

Experienced in data analysis, business reporting, digital projects & platform

An adroit and technically skilful data analyst, with 12 years of experience across digital, marketing, product, market and customer performance and engagement analysis, data visualisation, omnichannel reporting and overall digital project management.

The high standard of expertise around data and all-round digital platforms has been honed, trusted and delivered in organisations such as Microsoft, Viacom CBS and Aggreko, as well as working with the BBC, FA Premier League, MTV, Sony, ATP Tennis, Warner Music Group, Channel 4 and YouTube.



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Core Expertise

Data Analysis

- **Vigorous, logical, and transparent analytical and quantitative skills** which assist in identifying customer, application, sector and product trends, engagement, journeys and buying dynamics – both digital and omnichannel.
- **A key strength in** investigating and **identifying** the wider variables and narrative that influence **trends and insights** produced by differing data sets.
- **Consistent in formulating actionable insights** to improve marketing campaign planning, product development, customer acquirement/retainment, working processes and

Reporting & Visualisation

- **Proven in customer, product and campaign reporting** – including the building of digestible, concise and interactive and automated reports, as well as establishing global reporting culture, structures and standards.
- **Technically solid and experienced** in using visualisation tools such as **PowerBI** and **BIME** to connect to a multitude of front-end analytics platforms and databases. With additional skill set to query data.
- **Proven track record in improving reporting culture and data driven thinking** within organisations.

Technical Skillset

- Solid knowledge of **Google Analytics, Google Tag Manager, Google Ads, Google Search Console, Google Development Console and Google Data Studio.**
- Experienced in **PowerBI** and **BIME** dashboard tools, including integrating, querying and displaying data sets from 3rd party platforms such as **Google Analytics, SiteCore, Salesforce** and **SAP Business Objects.**
- Growing ability to query languages from medium datasets – either directly or through 3rd party applications, such as **SQL Management Studio.**

Career History

Publicis

Healthcare

Global Data Analyst

2022-Present

My current position as at Publicis entails the analysis of GlaxoSmithKline's power brands from production, consumer, competitor and creative data-sets, to help improve the advertising output to global consumers.

Aggreko

Energy

Senior Global Data Analyst

2017 -2022

My role at Aggreko has seen a successful and consistent delivery of global and regional analysis of marketing and business performance and reporting, as well as overseeing all data-centric platforms, integration projects and assisting Aggreko through its process of organisational digitisation.

- *Delivering actionable insight into global and regional marketing performance through interactive, engaging, and digestible reporting, as well building technically innovative and automated delivery methods, such as PowerBI and Google Data Studio.*
- *Delivering daily reporting and insights around marketing campaign, product and general market intelligence to improve customer experience and increase lead generation and in-turn, marketing ROI.*
- *Successfully establishing and managing core data-driven marketing platforms and reporting tools such as PowerBI, Google Analytics, Google Tag Manager, Signal AI and help integrate differing datasets into the wider organisation and general business reporting.*
- *Overseeing the technical aspects of core integration projects between marketing platforms and their data-sources and company wide platforms and data-sources, such as data lakes.*
- *Successfully blending and centralising fragmented datasets from multiple sources such as Sitecore, Salesforce, Medallia VoC, Google Analytics/AdWords, LinkedIn, Facebook and other platforms such as media monitoring platforms, into reporting tools such as PowerBI*
- *Successfully establishing and nourishing a global, company-wide data community in online spaces to cultivate an independent and critically-thinking culture around data in the wider business approach.*
- *Overseeing the digitisation of marketing data globally, in order to help the company-wide digitisation process.*

MusicQubed

Entertainment

Front-End Data Analyst

2016 - 2017

My position as at MusicQubed saw me establish customer and content analysis and reporting for Viacom CBS' MTV properties – reporting directly to the head of content at MusicQubed and MTV.

- *Working with multiple stake-holders to establish reports and dashboards to monitor the performance of content consumption on MTV mobile applications.*
- *Centralising fragmented customer centric data-sets, such as customer engagement, customer profiles and lifecycles across MTV applications, to gain insight into in-app customer behaviour.*
- *Working across content and marketing departments to deliver reports on improving the digital journey for MTV app customers – from algorithmic recommendations on content to UX and development improvements.*

Microsoft

Entertainment

Xbox Music Analyst

2013 - 2016

My position at Microsoft Xbox at entailed a senior level of responsibility to analyse customer engagement in the digital music and apps landscape and utilise market and consumption data to programme algorithmic music and content to the global Xbox entertainment customer base.

- *Working with music labels such as Warner, Universal and Sony, as well as the Echonest algorithm engine, to analyse data that informs the best content to deliver to users.*
- *Analysing and reporting on editorial and application performance, including content consumption, customer behaviour and music streaming market intelligence to improve editorial offering to users.*
- *Working on the editorial roll-out and launch of the prestige Xbox One console and its app and music editorial for global audiences.*
- *Managing all music editorial across Xbox's entertainment platforms in the extended global Microsoft app market place, including utilising data to manage in-app launches, such as BBC's iPlayer and Channel 4's More4 VOD apps, through Microsoft's platforms.*
- *Assisting in increasing user engagement across the entertainment vertical in Xbox – across multiple departments, to ensure the consistency of globalised content, customer experience and brand.*

LX Innovation

Gaming

Front-end Content Editor 2012-2013

My responsibilities at LX Innovation - then a start-up in the online gaming sector, entailed analysing content engagement and UX insights from the companies online gaming websites, deliver actionable improvements to the design, content and front-end development teams.

- *Daily delivery of customer and product reporting of online gaming properties to all departments – through Google Analytics and bespoke reporting.*
- *Overseeing internal stakeholder meetings to discuss insights for online gaming properties, analysing customer profiles and identifying potential gaming partnerships with external gaming websites.*
- *Updating the front-end content of online gaming websites, in line with agreed content, UX and design improvements.*
- *Assisting in the technical and front-end SEO efforts of the wider content team, in order to ensure SEM visibility paralleled technically to back-end optimisation efforts.*
- *Managing the affiliate management of relationships with partner websites and affiliate agencies.*

Oxigen

Sports & Broadcasts

Front-end Content Editor 2008- 2012

My role at Oxigen was established in through the company's graduate recruitment process, and entrusted me with assisting in the designing of content for global sporting and broadcasting institutions.

- *Creating, editing and publishing digital design and animation in projects Adobe Creative Suit - delivering latest matchday photos, commercial graphics and website for Sports clubs and organisations, such as Chelsea, Arsenal, West Ham United and Manchester City, ATP Tennis, NFL MotoGP and England Rugby.*
- *Managing relationships with commercial and digital departments for over 60 sports partners, such as the aforementioned Chelsea, Arsenal, West Ham United and Manchester City, ATP Tennis, MotoGP, as well as broadcast organisations, such as Channel 4.*
- *Assisting in the editorial process of content creation each week – including analysis of content engagement to help inform editorial choices.*
- *Assisting management staff in closing deals for new clients through talking with club representatives around the design and technical aspects of the company's graphics work and product demonstrations for animated graphics.*
- *Assisting shareholders in working with current and potential investors in board-level presentations to demonstrate the company's work, technical output and customer engagement.*