REHAN MOHAMMED HUSAIN KHAN

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PRODUCT DATA ANALYST

Product Analysis | Competitor Analysis | Search Engine Optimization (SEO)

PROFESSIONAL SUMMARY

Data Analyst with 12 months of experience in Product Analysis, Improving Website Exposure, Competitor Analysis & enhancing customer experience. I'm curious about researching and enjoy experimenting with data. I collaborate with the Data Management Team to assist clients with **improving the quality** of their online product data. I have **analyzed 8000+ data** (SKU) for 6 International clients according to their specific requirements in 12 months. Our team successfully converted a pilot project having initial 45 categories of products into a full-time project which converted into 200 new categories from the client where I was the first one to deliver **100% accurate (0 error) data file** for one of the categories in a team of 10. Managers and colleagues have described me as a "**consistent performer**" with an "**attention-to-detail**" approach who "**always looks to add extra value in everything that he does**".

WORK EXPERIENCE

eClerx Service Ltd. – *Airoli, Navi Mumbai*   *11 / 2020 – present*

Product Data Analyst – *Mechanical, Electrical & Electronics*

- Investigated a **competitor analysis** for **6 competitors** to recommend new attributes (product specifications).
- Implemented enrichment of recommended attributes post approval from the client.
- Surveyed **5000 plus customer review**s and optimised the existing description in a well-structured format.
- Quantified **10000 plus keywords** for Optimising Search Engine (SEO) while creating product description.
- Assessed **200 plus websites** for collecting the raw data and then filtering the data for enrichment.
- Performed data scraping and **data auditing** of team members, ensuring an utmost accuracy of upto 100% to ensure best quality of information provided.
- Outpaced **more than daily targets,** thereby **saving the time** for the project by **1-2 days ahead** of the schedule.
- **Categorized** more than **2000** products to increase accessibility so as to increase sales.
- **Enriched** more than **1000** product descriptions and for some products, **created** product description.
- Enriched and Audited 500 plus images for 3 clients.
- **Audited** more than **2000** data (SKU) for different clients on 6 different projects.

EDUCATION

University of Mumbai – Mumbai, India   *07 / 2017 – 11 / 2020*
Bachelor of Engineering, Mechanical
CGPA: 9.22/10.00

Veermata Jijabai Technological Institute (VJTI) – Mumbai, India   *07 / 2014 – 07 / 2017*
Diploma, Mechanical
Percentage: 88.32/100

Maharashtra State Board of Secondary & Higher Secondary Education – Mumbai, India   *07 / 2013 – 07 / 2014*
Secondary School Certificate (SSC)
Percentage: 93.6/100

PROFESSIONAL SKILLS

Technical Skills: SQL, Mastery of Microsoft Office (Word, Excel, PowerPoint), Technical Content Writing.
Soft Skills: Industrious, Collaborative, Articulate, Resourceful, Analytical, Efficient, Flexible – Work & Time.