

Amit Gautam

+91 87503 07740 - work.amit.gautam@gmail.com - [LinkedIn Profile](#) - [Portfolio](#)

PROFESSIONAL SUMMARY

Product analyst and 0-to-1 founder with **2 years** of experience turning user, funnel, and retention data into product and growth decisions. Hands-on with **SQL, Python, Power BI, and Excel** and experimentation methods (**A/B testing, cohort, funnel, and root-cause analysis**). Scaled a consumer product to **5,000+ users** and an **INR 2.5 Cr valuation** through KPI-driven decisions; comfortable owning ambiguous problems end-to-end across e-commerce and consumer platforms.

EDUCATION

Delhi Technological University

New Delhi, India

B.Tech in Mechanical Engineering (Automotive Engineering Specialization)

Aug 2023 – July 2027 (Expected)

SKILLS & COMPETENCIES

Programming, Databases & BI: SQL, Python, Power BI, Excel

Product & Web Analytics: Mixpanel, Google Analytics, Microsoft Clarity, Google Search Console, SimilarWeb

Experimentation & Analysis: A/B Testing, Funnel & Cohort Analysis, Retention Analysis, Root Cause Analysis, Hypothesis Testing, KPI & North-Star Metric Definition

Automation & Outreach: Clay, n8n, Zapier, Phantombuster, HeyReach, Instantly, Apollo.io

Product & Collaboration: Jira, Notion, Confluence, Agile/Scrum, RICE, MoSCoW

WORK EXPERIENCE

GTM Engineer Intern

May 2026 – Present

ClickPost – Felurian Technology Pvt. Ltd.

Remote

- **Campaign Analytics & Optimization:** Audited outbound campaigns across infrastructure and performance data to find deliverability and targeting gaps; launched **10 large-scale campaigns in 6 weeks**, lifting positive reply rate from **0.1% to 47%**.
- **Automation & Monitoring (Python):** Built a Python pipeline that continuously monitors domain health, email deliverability, and scraper uptime, and re-engineered the outreach workflow to automate **~90% of manual effort**, freeing the sales team for high-value conversations.
- **Power BI Reporting:** Consolidated campaign, deliverability, and reply-rate metrics into a single **Power BI** dashboard covering **10+ concurrent campaigns**, giving the sales team real-time performance visibility and replacing manual status tracking.

Founder & CEO

May 2024 – March 2026

Distance Connect – Skillzia Education Technologies Pvt. Ltd.

New Delhi

- **0-to-1 Ownership:** Took an EdTech platform from concept to **5,000+ active users** and an **INR 2.5 Cr valuation** in 18 months (INR 5.5L pre-seed; backed by **Google, Microsoft, Dell, and Zoho for Startups**), owning discovery, analytics, experimentation, and execution.
- **SQL & Python Analytics:** Automated cohort-retention reporting for **5,000+ users** in Python (Pandas), cutting runtime from **4 hours to 20 minutes**; SQL segmentation showed **WhatsApp-referred users retained 2.4x** better at 30 days, shifting **30% of acquisition spend**.
- **A/B Testing & Funnel Optimization:** A/B-tested onboarding (5-step vs 3-step); the 3-step flow raised activation **34% → 52%**, cut time-to-first-action by **40%**, and lifted 7-day retention **42% → 58%**.
- **Behavioral & Funnel Analysis:** Used Microsoft Clarity heatmaps and scroll/click-density data to find that **62% of users dropped at onboarding Step 3**; redesigned the step and improved onboarding completion by **27%**.
- **KPI & North-Star Metrics:** Defined and tracked North-Star metrics (activation, 30-day retention, LTV:CAC), driving **35% MoM user growth** and **68% 30-day retention** through data-driven prioritization.

Marketing Executive (Growth)

Aug 2023 – Oct 2023

Bubbl Social

New Delhi

- **Growth Experiments & Funnel:** Ran multi-channel acquisition experiments for the college vertical (viral loops, campus activations), acquiring **1,300 users in 1.7 months (40% above target, 3.2x viral coefficient)**; A/B-tested the funnel to lift activation by **18%** and cut time-to-value by **40%**.

KEY PROJECTS

- **E-Commerce Funnel & Conversion Analysis (SQL + Python):** Reconstructed the browse-to-purchase funnel from a **100K+ session** public e-commerce dataset using SQL and Python (Pandas); isolated checkout as the largest drop-off (**68% abandonment**) and found mobile converting **2.3x** lower than desktop, surfacing the highest-impact conversion levers with segment-level recommendations.
- **A/B Test Analysis & Ship Decision (Python):** Analyzed a **30K+ user** experiment in Python using two-proportion z-tests, confidence intervals, and minimum detectable effect; validated a variant that lifted conversion **12.5% → 14.1%** ($p < 0.05$) and delivered a ship recommendation backed by guardrail-metric checks.