

PAROMITA DAS

PRODUCT & CUSTOMER ANALYTICS LEADER | ADVANCED ANALYTICS & AI | BUSINESS STRATEGY

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PROFESSIONAL SUMMARY

Product and Customer Analytics leader with 10+ years of experience translating customer behavior, market signals, product performance, and business data into growth strategies and data-driven decision making. Leads enterprise analytics and AI solutions for a \$100M+ digital subscription business reaching 10M+ monthly users. Expertise spans customer analytics, product analytics, market and customer insights, segmentation, experimentation, forecasting, KPI strategy, behavioral analytics, measurement, data storytelling, and AI-enabled decision support. Combines hands-on Python, SQL, statistical modeling, and data visualization with cross-functional leadership and stakeholder management across Product, Marketing, Editorial, Membership, Licensing, Data Science, Engineering, and Senior Leadership.

CORE EXPERTISE

Consumer & Product Analytics: Customer and Product Analytics, Customer Journey and Funnel Analysis, Cohort and Behavioral Analysis, Audience Segmentation, Customer Lifecycle, Retention, Churn, LTV, Customer Acquisition Cost (CAC), Personalization, Content Analytics

Insights & Measurement: Market and Customer Insights, Competitive Analysis, KPI Development and Measurement Frameworks, Experimentation and A/B Testing, Statistical Inference, Campaign and Media Measurement, Incrementality, Marketing Mix Modeling, Multi-Touch Attribution, Forecasting, Budget Optimization, Performance Diagnostics, Opportunity Sizing, Go-to-Market (GTM) Strategy & Analysis

Data Science & AI: Python, SQL, R, Regression, Random Forest, XGBoost, K-Means, Predictive Modeling, Model Validation, NLP/Text Analytics, GenAI/LLMs, LangChain, RAG, Prompt Engineering, AI Agents, LLM Evaluation, AI Governance

Platforms: Tableau, Power BI, Excel, Snowflake, Databricks, Adobe Analytics, GA4, Streamlit, Jupyter, GitHub, Data Modeling, ETL/ELT, Data Warehousing, Automated Reporting, Data Quality

Leadership & Strategy: Data Storytelling, Business Problem Framing, Analytics Strategy and Roadmaps, Strategic Prioritization, Stakeholder Management, Cross-Functional and Matrix Leadership, Vendor and Consultant Management, QA and Data Governance

PROFESSIONAL EXPERIENCE

Consumer Reports | Yonkers, NY | Sep 2023 - Present

Senior Manager, Strategic Insights and Digital Business Analytics

- Lead analysts, data scientists, and global consultants delivering enterprise product, customer, growth, and AI analytics; translate ambiguous business priorities into measurement strategies, KPI frameworks, integrated insights, and executive recommendations for a \$100M+ digital subscription business reaching 10M+ monthly users.
- Partner across Product, Marketing, Editorial, Membership, Licensing, Communications, Data Science, Data Engineering, and executive leadership to synthesize customer behavior, product performance, market context, and business KPIs into decision-ready narratives and investment recommendations.
- Architect automated data and KPI workflows across Snowflake, Databricks, Tableau, and Power BI, scaling governed product intelligence and executive reporting across 200+ consumer categories, social platforms, and the CR Ratings app.
- Supported go-to-market (GTM) measurement and analytics for CR Recommended licensing, translating customer intelligence and performance data into data storytelling to guide launch and growth decisions — contributing \$5M+ in revenue and earning the 2022 Smashing Success Award.
- Led customer journey analytics and experimentation across homepage, paywall, subscription funnel, and member experiences; optimized a personalized non-member journey that increased paid subscriptions by 12%.
- Built governed GenAI workflows, AI agents, and LLM-assisted research/analytics solutions using Python, SQL, LangChain, RAG, prompt engineering, and LLM evaluation, reducing manual data preparation and research effort by approximately 40%.
- Developed an LLM-based voice-of-customer workflow using NLP, sentiment analysis, and thematic classification to surface consumer pain points and prioritize product improvements for the CR Ratings app.

Consumer Reports | Yonkers, NY | Oct 2019 - Aug 2023

Manager, Digital Business Analytics

- Developed multivariate time-series models for subscription-revenue forecasting in Python and R, using feature engineering, feature selection, and time-aware validation across regression, Random Forest, and XGBoost; improved forecast accuracy by 25%.
- Built and validated an audience-segmentation model using RFM features and K-Means clustering; combined cohort, LTV, retention, churn, and customer-journey analysis to develop targeted strategies that increased subscription rates by 20%.
- Developed and operationalized a multidimensional Content Score integrating engagement, conversion, audience, revenue, and strategic signals to guide portfolio prioritization, content investment, and growth decisions.
- Led measurement strategy and executive reporting for a year-long \$3M online video and YouTube brand campaign, connecting media delivery, audience engagement, and downstream customer metrics to guide optimization and investment decisions.

- Analyze marketing channel performance in Adobe Analytics using last-touch attribution for channel-level reporting and linear attribution for on-site, multi-page conversion paths; incorporate channel cost-efficiency data (CPC, cost per order) provided by Marketing to support acquisition and budget decisions.
- Managed global analytics consultants and partnered with Data Engineering and BI teams on requirements, data validation, migrations, reporting standards, and scalable self-service analytics workflows.

American Airlines | Tulsa, OK | May 2019 - Aug 2019

Supply Chain Analyst

- Analyzed five years of demand, purchasing, supplier, lead-time, inventory, and cost data and developed an inventory optimization model for high-value aircraft-engine components, delivering approximately \$500K in savings and earning the Above & Beyond Award.
- Built a SQL/Tableau supplier-performance scorecard integrating quality, defects, price, fulfillment, and lead-time KPIs to improve sourcing visibility and identify performance deterioration.

Independent Consulting | St. Louis, MO | Sep 2015 – May 2017

Consulting Associate / Analytics & Digital Strategy Consultant

- Delivered customer, market, competitive, SEO, and digital analytics for travel, lifestyle, healthcare, and local-business clients; translated research and performance data into KPI frameworks, analytics roadmaps, and strategic recommendations, contributing to approximately 30% organic traffic growth for a digital platform.

Time Inc. India | Bangalore, India | Sep 2010 - Jun 2015

Assistant Manager / Senior Analyst / Analyst

- Progressed through three roles while leading audience, product, content, and marketing analytics for 17 digital brands reaching 30M+ monthly users; integrated Adobe Analytics, Comscore, Nielsen, search, social, email, and referral data to guide acquisition, engagement, monetization, and content strategy.
- Designed audience segmentation, campaign and content performance analyses, executive reporting, and recurring insight frameworks for editorial, product, and marketing stakeholders across a large digital publishing portfolio.
- Launched the India office's first Analytics QA function, establishing data-validation standards, metric documentation, training, and governance practices that expanded into a 20+ member analytics team.

Tata Consultancy Services - Unilever | Bangalore, India | Jan 2009 - Aug 2010

Senior Process Associate

- Analyzed U.S. retail sales and Nielsen consumer/market research data across food and personal-care brands, evaluating category trends, pricing, promotions, shopper behavior, and competitive performance; translated findings into recurring business insights for brand stakeholders.
- Served as an analytics SME and trainer and received the 2009 Star Performer Award.

SELECTED ANALYTICS PROJECTS

- [Marketing Analytics Copilot \(Live Demo\)](#) - Python/Streamlit platform combining MMM, multi-touch attribution, experimentation, and budget simulation to support marketing decisions, budget allocation, and client-ready reporting.
- [Executive Analytics Intelligence](#) - Built a Python/Streamlit/GenAI platform for cross-functional KPI trend analysis and role-specific executive briefings.
- [Customer Growth Intelligence](#) - Built an RFM, market-basket, and next-best-product engine in Python/Streamlit; identified approximately £1M in revenue opportunity.
- [Personalization Engine](#) - Built K-Means and logistic-regression models with feature engineering; improved click-prediction AUC from 0.57 to 0.69 (+21%) to support more effective content targeting.
- [Opioid Risk Prediction](#) - Healthcare risk models achieving AUC 0.89 to support early identification and intervention for high-risk patients.

EDUCATION

MS, Business Analytics — University of Tulsa, Tulsa, OK, USA (2019)

PGDM/MBA, Finance — IFIM Business School, Bangalore, India (2009)

BSc, Biotechnology — Bangalore University, Bangalore, India (2006)

CERTIFICATIONS

Introduction to Model Context Protocol — Anthropic (2026)

Automate Workflows with Generative AI — LinkedIn Learning (2026)

Prompt Engineering for ChatGPT — Vanderbilt University (2025)

Python for Data Science — edX (2019)

SQL for Data Science — DataCamp (2019)

Introduction to Computer Science I — Saylor University (2018)

Project Management Workshop — PMWares (2014)