

Naveen Raj Kanagaraj

Chicago, Illinois

[Email](#) | [LinkedIn](#) | [Portfolio](#) | [GitHub](#) | [Tableau](#)

M.S. Marketing Analysis candidate with a Computer Science foundation and 4+ years applying data to revenue, audience growth, and strategic decisions. Proficient in SQL, Python, Tableau, Power BI, and Advanced Excel, with experience building KPI reporting frameworks, experimentation analyses, and performance dashboards. Translates behavioral and campaign data into pricing, channel investment, and product recommendations for founders and C-suite stakeholders.

Professional Experience

Founder

LETSGROWESPORTS (India's most followed gaming media brand) [[IG](#) | [X](#) | [Website](#)]

Mar 2021 - present

- Scaled the brand from 0 to 275K+ followers and 3B+ impressions by A/B testing content variables including thumbnails, titles, and posting windows, and analyzing cross-platform reach, CTR, and engagement data to optimize content and audience strategy.
- Grew an owned media site to 60K+ monthly visitors by analyzing acquisition sources, landing-page performance, and engagement data in GA4, identifying organic search as a 3x higher-engagement channel than social and isolating 10% bot traffic with near-zero session depth.
- Standardized acquisition and engagement data into partner-facing KPI frameworks, enabling recurring campaign reporting for enterprise clients including Samsung, Intel, Philips, Sony, Krafton, and Cloud9.
- Closed \$25K+ in partnership revenue by segmenting audiences, analyzing campaign financial performance, and translating insights into client-facing pricing recommendations and executive reports.
- Led a 5-person cross-functional team by establishing KPIs, data-quality checks, and reporting processes to improve performance tracking and organizational decision-making.

Digital Marketing Manager

ENTITY GAMING (India's oldest & most successful esports organization) [[Work](#)]

Jul 2022 - Aug 2024

- Generated \$1.8M+ in sponsorship revenue by analyzing audience insights, evaluating market positioning, and developing partnership packages and pricing strategies.
- Developed monthly performance dashboards in Excel and Tableau by consolidating campaign, revenue, and audience data from separate platform exports, supporting resource allocation decisions for founders and C-suite stakeholders.
- Increased campaign impressions 150%+ (to 250M+) across a 2M+ audience by analyzing channel performance and acquisition funnels to optimize marketing spend and ROI.
- Managed a 6-person cross-functional team, prioritizing campaigns by measured yield per channel and coordinating execution across content, design, and partnerships.

Projects

Subscription Product Analytics | SQL, Python, PostgreSQL, Tableau | [GitHub](#)

- Analyzed 40K users, 303K product events, and 30K payments using PostgreSQL to evaluate subscription funnels, retention cohorts, and churn drivers, identifying 37% churn and ~\$43K in lost Monthly Recurring Revenue (MRR).
- Developed SQL analyses using CTEs and window functions to evaluate acquisition channel performance, identifying Referral and Organic as the highest-converting channels.
- Evaluated an onboarding A/B test using SRM checks, two-proportion z-tests, and ARPU (Average Revenue Per User) guardrails, identifying a +2.9 percentage point conversion lift ($p < 0.001$) and recommending full product rollout.

Product Analytics Case Study: Drivers of User Satisfaction | Python, PostgreSQL, SQL, Tableau | [GitHub](#)

- Isolated technical reliability as the primary driver of low satisfaction (3.7 vs. 6.8/10 by error frequency) via primary research (n=1,257 survey + 50 interviews).
- Synthesized behavioral and qualitative insights into executive dashboards and product recommendations, prioritizing reliability improvements to protect customer retention.

Skills

- Analytics & Programming: SQL (PostgreSQL, MySQL), Python (pandas, numpy, statsmodels), SPSS, A/B Testing, Statistical Hypothesis Testing, Funnel Analysis, Cohort Analysis, Churn Analysis, Data Modeling.
- Tools & Visualization: Microsoft Excel (Advanced, Pivot Tables), Tableau, Power BI, Google Analytics 4 (GA4), Jupyter Notebook, Git/GitHub.
- Business & Revenue Analysis: Revenue Analysis, KPI & Performance Dashboards, Pricing Strategy, Market Research, Competitive Analysis, Customer Segmentation, Stakeholder Management, Executive Reporting.

Education

MS in Marketing Analysis 3.92/4.0

Jan 2026 – Dec 2027 (Expected)

DEPAUL UNIVERSITY, CHICAGO, USA

Vice President, IT & Analytics – Kellstadt Marketing Group

Student Assistant – Department of Marketing

Bachelor of Technology in Computer Science and Business Systems

Nov 2021 - May 2025

SARANATHAN COLLEGE OF ENGINEERING, TAMIL NADU, INDIA

Certifications

[Microsoft Excel Advanced Data Analysis](#) | [Complete SQL](#) | [Google Analytics \(GA4\)](#) | [SPSS Masterclass](#)
[Google AI Professional](#) | [Career Essentials in Generative AI by Microsoft](#) & [LinkedIn](#)