VASKAR DUTTA

MARKETING DATA ANALYST

GA4, GTM, BigQuery,Looker and Marketing Performance Reporting
Los Angeles, CA • 870-253-6521 • vaskardutta096@gmail.com

PROFILE

Marketing Data Analyst with 6+ years of experience turning website, advertising and ecommerce data into reporting teams can actually use. Hands-on across GA4 and GTM implementation, BigQuery data modeling, attribution troubleshooting, funnel analysis and dashboard development. Comfortable owning the full process—from defining the business question and validating tracking to presenting clear recommendations to founders and marketing teams.

CORE SKILLS

Analytics & Tracking: GA4, Google Tag Manager, Consent Mode v2, server-side tagging, Amplitude, Hotjar
Marketing Analysis: Google Ads, Search Console, attribution, funnel analysis, cohort and retention analysis, Social Media marketing Pixel, Meta Conversion API
Data & Reporting: BigQuery SQL, data modeling, Lookml, Python/pandas, Looker Studio, Tableau, ETL/ELT
Experimentation & Platforms: VWO A/B testing, Shopify, HubSpot, WooCommerce, Salesforce

EXPERIENCE

Avangard AI Inc., Los Angeles, CA **2024 – Present**
Marketing Data Analytics Consultant — independent analytics consultancy

- Delivered 300+ analytics engagements for ecommerce, hospitality and service businesses, covering tracking audits, conversion reporting, dashboard builds and data integrations.
- Combined GA4, Google Ads, Search Console, Shopify, Stripe and CRM data in BigQuery to create a reliable view of traffic, leads, revenue and campaign performance.
- Implemented and repaired GA4/GTM, social media conversion api measurement for ecommerce, booking funnels, forms, calls and cross-domain journeys; validated events against backend transaction data.
- Built Avangard Cross Channel Copilot, a natural-language analytics product that lets clients query their own marketing data and review source-backed answers.

Element 360, Remote **2023 – Present**
Data Engineer & Analytics Consultant — digital marketing agency

- Built Element Oracle, an automated Cross Channel and Bigquery reporting system for 17 resort and golf properties.
- Replaced manual monthly reporting with scheduled data pipelines and reusable reporting logic, reducing repetitive report preparation across the agency portfolio.
- Rebuilt Looker Studio reporting for Marketing Analytics, correcting broken conversion funnel and improving social referral attribution.

Stock4Less.com, Los Angeles, CA **2020 – 2025**
Business Intelligence Analyst — 30,000+ SKU Shopify retailer

- Owned ecommerce reporting across acquisition, product discovery, checkout and repeat purchase behavior using GA4, Shopify, BigQuery, Tableau, Amplitude and Hotjar.
- Built category, margin, paid-media ROAS and customer-retention reporting; reconciled GA4 revenue with Shopify orders to identify tracking and attribution gaps.
- Used session recordings, funnel analysis and VWO tests to evaluate product-page, pricing and checkout changes and translate findings into site recommendations.

RECOGNITION & EDUCATION

Fiverr Pro / Top Rated — Web Analytics & Data Visualization • 224 orders • 300+ client projects
Tableau Desktop Specialist — Certified
Master of Engineering Management, Arkansas State University • 2020
B.S. Electronics & Telecommunication Engineering, RUET, Bangladesh • 2017