

SURAJ KUMAR MOHAPATRA

Product Analyst | SQL/Snowflake, CDP & Loyalty Analytics, Campaign Analytics & AI Automation
Bengaluru, India | +91 9040848948 | surajmahapatro.143@gmail.com | [linkedin.com/in/surajkmohapatra](https://www.linkedin.com/in/surajkmohapatra)

PROFESSIONAL SUMMARY

Product-minded data analyst with 4+ years of SaaS experience turning SQL analysis and root cause investigation into measurable product decisions. Own end-to-end reporting (SLA, revenue, consumption, YOY) and campaign analytics across an enterprise Customer Data Platform (CDP), loyalty, and marketing-automation product, partnering daily with Product, Engineering, and DevOps to inform prioritization. Strong in SQL (MySQL, Snowflake), Power BI, and Python, with hands-on domain expertise in customer segmentation, journeys, and multi-channel campaigns. Independently architected AI Marine, a GenAI-powered automation platform that cut ticket creation time from ~15 minutes to ~30 seconds in testing (~72 hours saved monthly) — demonstrating product thinking, end-to-end ownership, and measurable business impact.

SKILLS

Data & Analytics: SQL / MySQL / Snowflake (CTEs, Window Functions, Query Optimization), Root Cause Analysis, Campaign Analytics, Data Reconciliation, Trend & Pattern Analysis, KPI Reporting

CDP & Marketing Domain: Customer Data Platform (CDP), Loyalty Programs, Customer Segmentation, Audience Creation, Customer Journeys, Marketing Automation

Business Intelligence: Power BI, Advanced Excel, Dashboarding, SLA & Consumption Reporting

Product & Operations: Product Prioritization, Requirements Gathering, Stakeholder Management, Cross-Functional Collaboration, Process Improvement, Jira

Programming & Automation: Python (Pandas), Django, React, Power Automate, REST APIs, Workflow Automation, Git

Databases: MySQL, Snowflake, PostgreSQL

AI & LLM: Claude LLM API Integration, AI-Based Categorization, Predictive Root Cause Modeling, Prompt Engineering

PROFESSIONAL EXPERIENCE

Tech Support Lead (CDP & Loyalty Platform) – FirstHive (CXWAI Tech India Pvt Ltd) June 2024 – Present

- Own and deliver 5+ recurring analytics reports (transaction, tax, YOY, SLA, channel-consumption) consumed by Product and Leadership, directly informing 15–20 product fixes and prioritization decisions over the past 6–12 months.
- Write and optimize SQL across MySQL and Snowflake to validate campaign, customer, and loyalty-transaction data, performing data reconciliation and generating insights for clients and internal teams.
- Investigate campaign failures, automation issues, and analytics discrepancies via SQL-based root cause analysis, converting findings into concrete product decisions (10–15 tickets/day via Jira).
- Support CDP operations — customer segmentation, audience creation, customer journeys, and campaign execution across Email, SMS, WhatsApp, Push, and Loyalty channels.
- Lead a team of L1 engineers and serve as the data/analytics bridge between customers, Product, Engineering, and DevOps during releases and incident response.
- Maintain 95%+ SLA compliance across 10–12 client accounts while coordinating with vendors including Netcore, Kaleyra, SendGrid, and Gupshup.
- Independently built AI Marine, a GenAI-powered automation platform that cut ticket creation time from ~15 min to ~30 sec in testing across ~300 tickets/month (see Flagship Project).

L2 Engineer – FirstHive (CXWAI Tech India Pvt Ltd) Dec 2022 – June 2024

- Resolved a high volume of high-priority product and campaign issues monthly while consistently maintaining SLA adherence.
- Conducted SQL-based investigations into attribution mismatches and reporting discrepancies, resolving recurring data-quality issues affecting client-facing reports.
- Supported multiple product releases and campaign migrations as the go-to resource for data and reporting accuracy.
- Authored the team's first standardized troubleshooting documentation, reducing new-hire ramp time.

IT Operations Analyst – Flexitech Consultants Pvt Ltd Aug 2019 – Nov 2021

- Managed incident analysis and infrastructure operations across enterprise systems, maintaining strong uptime and SLA performance.
- Built root-cause investigation processes that reduced repeat incidents for supported systems.

FLAGSHIP PROJECT – AI MARINE: AI-POWERED TICKETING AUTOMATION PLATFORM

Architect & Lead Developer (Self-Initiated, Built End-to-End) – FirstHive

Feb 2026 – Present

- Problem Solved: Support engineers spent ~15 minutes per ticket manually analyzing emails, categorizing issues, creating Jira tickets, and assigning priorities across ~300 tickets/month; architected a GenAI-driven platform to automate the workflow end-to-end.
- Architecture Ownership: Independently designed and built a hybrid system combining custom full-stack components (Python/Django, React, PostgreSQL/MySQL, Pandas) with a Power Automate + Jira REST integration layer and a Claude LLM engine, and containerized deployment (Docker, Nginx, Gunicorn) — making all technology and design decisions solo.
- Automated Ticket Creation: Built a Power Automate + Jira REST API workflow that extracts issue details from incoming emails, generates ticket summaries, classifies requests, and creates categorized Jira tickets automatically with zero manual data entry.
- AI-Powered Categorization: Engineered a Claude LLM engine that classifies tickets by issue type, urgency, and product area, cutting manual triage effort.
- Root Cause Prediction: Built a predictive model that cross-references incoming tickets against a structured knowledge base of historical tickets and RCA records, surfacing probable root cause before investigation begins.
- Resolution Recommendation: Developed a layer that surfaces the most relevant historical resolution per predicted root cause, reducing per-ticket research time.
- Customer Response Generation: Implemented LLM-based drafting of customer-facing responses, reducing time-to-first-response and standardizing communication quality.
- Measured Impact (pilot testing): Reduced average ticket creation time from ~15 minutes to ~30 seconds (96.7% reduction) across ~300 tickets/month — an estimated ~72 hours of manual effort saved monthly; currently in pilot testing ahead of full production rollout.

EDUCATION

- Executive PG – Software Development & Cyber Security | IIIT Bengaluru (2022–2023)
- B.Tech – Mechanical Engineering (Electronics Minor) | NIST Odisha (2015–2019)

AWARDS

- 2x Valuable Employee Award Winner – FirstHive
- Team Excellence Award – FirstHive