

# Nushrat Jahan

## Growth & Strategy Manager



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## Experience

### Growth & Strategy Manager

April 2023 - Present

iFarmer Ltd.

#### Data Analysis and Reporting

- Prepared performance analysis reports to analyze the efficiency and work progress of the business teams.
- Created growth and strategy plans based on the insights of the reports; contributed to an increase of 40% in business efficiency in 2023.
- Planned and conducted A/B hypothesis tests to understand the scope of new business plans and analyze their impact to unlock business growth.
- Collaborated with business teams to gain business insights, and analyze the business data quarterly for investor reports.
- Conducted buyer and supplier analysis to identify high and low-performing stakeholders.
- Orchestrated and Created dashboards for the business teams to track growth metrics, business targets, projections, and stakeholder performance; increased data visibility by 70%.
- Collaborated with the Data Science and Product team to create automated report generation and dashboards using BI tools.

#### Strategic Collaboration & Requirement Management

- Built a high-functioning growth team and streamlined team functions using analytics, strategy, and research. Established correlations between business and data analytics.
- Planned the expansion and growth of the Supply Chain vertical by strategizing the export of agri-products. Prepared an export plan to generate 4% of total revenue through export operations.
- Achieved revenue growth of 3% for different business models by experimenting with hypotheses to test customer behaviour.

### Growth Analyst

October 2021 - March 2023

iFarmer Ltd.

- Structured data and business metrics for all business verticals and streamlined the data inflow.
- Worked with the Data Engineering Team and Product Team to structure data for Relational Database setup.
- Collaborated with cross-functional teams to establish the company's North Star metrics while creating individual business metrics for each team. By 2023, an average of 70 % of this target was achieved.
- Implemented and enforced the use of growth metrics throughout the company from the ground up.
- Conducted scenario analysis and exploratory data analysis for the operations team to explore different approaches for achieving high revenue growth; Contributed to an average monthly revenue growth of 12%.
- Prepared the unit economics model of the company for 2022 and 2023. determined the CAC and LTV of the customers.

## **Data Analyst (Consultant)**

*November 2022 - April 2023*

### **Shapla.io**

- Contributed to building the financial projection and forecasting till 2025 for investors and worked on the queries to modify and streamline the inflow of revenue from the investors.
- Built a lead generation process and developed a dashboard to track the operational process.
- Analyzed the customer segment based on cohorts to experiment with the discount, voucher, and coupon to determine market adaptivity.
- Worked on creating new product roadmap (Payroll, Employee benefits, and HR)

## **Senior Executive**

*June 2021 - October 2021*

### **Pathao Inc.**

- Conducted regional analyses to identify and design customized promotional policies for high-performing and low-performing restaurants in different parts of the city which led to a 5% increase in orders on average.
- Collaborated with the Marketing team to initiate promotional activities using push notifications, app cards, and other media. These promotions led to a 20% increase in completed orders for each restaurant on average.
- Managed the entire marketplace fee collection cycle of 400+ partner restaurants and grocery stores by generating invoices and tracking the collection of these fees.
- Led projects to enhance customer experience by implementing analysis insights and taking strategic initiatives to streamline ordering process.

## **Executive**

*February 2020 - June 2021*

### **Pathao Inc.**

- Performed extensive analyses using SQL, Tableau, and Google Sheets for choosing different restaurants and recommending optimal deals for different promotional campaigns on Pathao Food. These data-driven campaigns on average resulted in a 20% – 40% increase in total orders and a 20% – 25% increase in revenue.
- Analyzed sales performance of 1500+ restaurants to provide them insights on which of their items are popular, how different offers impact their order numbers, and how their placement as featured restaurants assists them in attracting customers.
- Created 4 different dashboards for monitoring different performance metrics of partner restaurants so that personnel responsible for managing the accounts of these restaurants can make necessary interventions.
- Determined whether the delivery fees of 300+ partner restaurants could be fully subsidized on a case-by-case basis financially
- Collaborated with the Product and Marketplace teams to launch the system of upfront bill collection from restaurants.
- Conducted various market surveys to understand what the company could do to create better experiences for both customers and restaurants.

## **Junior Executive**

*August 2019 - February 2020*

### **Pathao Inc.**

- Onboarded 10 restaurants as partners on Pathao Food and negotiated marketplace fee rates with them.
- Worked with 500+ partner restaurants to understand their individual needs and provide them with appropriate support.
- Created a tracker for monitoring the orders and revenues that were generated owing to co-subsidized discounts.

## Education

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- North South University

*Oct 2020 - Sep 2022*

Masters of Business Administration, Marketing

- North South University

*Sep 2024 - Apr 2019*

Bachelor of Business Administration, Accounting

## Certifications

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- Foundations: Data, Data, Everywhere (Google,2021)
- Ask Questions to Make Data-Driven Decisions (Google, 2021)
- Business Metrics for Data-Driven Companies(Duke University, 2021)
- Introduction to Data Analytics for Business (University of Colorado Boulder,2020)

## Skills

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- Microsoft Office Suite (Excel, PowerPoint)
- Google Sheets
- Sql
- PostgreSQL
- Google Bigquery
- Tableau
- Project Management
- Data Analysis