Karthik Menon

Customer Journey Analytics Consultant

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PROFESSIONAL SUMMARY

Digital analytics professional with 4 years of experience in Adobe Analytics and 1 year delivering Customer Journey Analytics for retail clients. Experienced in connecting web, app and store data in AEP, building data views and derived fields, and turning cross-channel journeys into decisions for merchandising and marketing teams.

CORE SKILLS

Analytics: Customer Journey Analytics (connections, data views, derived fields, stitching), Adobe Analytics, Analysis Workspace

Adobe Experience Platform: XDM schemas, datasets, Query Service, Web SDK data collection

Reporting: Attribution panels, fallout and flow analysis, calculated metrics, Power BI

Technical: SQL, Excel, JSON, basic Python

EXPERIENCE

Analytics Consultant

Mar 2024 – Present

Global fashion and lifestyle retailer (via consulting partner) | Bengaluru

- Led migration of web and app reporting from Adobe Analytics to Customer Journey Analytics, rebuilding 35 core reports in Analysis Workspace.
- Joined online events with store transactions on a common customer ID, showing that 22% of store buyers had browsed online in the previous 7 days.
- Replaced processing rules with derived fields for marketing channels, so channel logic now applies retroactively to all history.
- Ran attribution analysis that moved 10% of paid-social budget into better-performing search campaigns.

Digital Analyst

Jun 2022 – Feb 2024

E-commerce marketplace | Hyderabad

- Maintained Adobe Analytics implementation across web and app, including eVars, events and classification rules.
- Built a checkout fallout dashboard that identified a payment-step issue; the fix lifted conversion by 4%.
- Trained 25 marketers on Analysis Workspace basics.

CERTIFICATIONS AND TRAINING

- Adobe Certified Professional — Adobe Analytics
- Customer Journey Analytics hands-on training — TechStack Academy (2026)

EDUCATION

- MBA, Marketing and Analytics — 2022
- B.Com — 2020