

Sourabh Chougule

souruchougule2002@gmail.com | 9353761272
[linkedin.com/in/sourabh-chougule-92b3112b7](https://www.linkedin.com/in/sourabh-chougule-92b3112b7)

Summary

Detail-oriented MBA candidate with experience in marketing analytics, and search ads performance reporting. Skilled in tracking KPIs, identifying trends, and delivering actionable insights using tools like MySQL, Power BI, Tableau, and Excel. Proven ability to optimize outreach campaigns, ensure data accuracy across multiple accounts, and support decision-making through competitor analysis and performance insights. Strong communicator with solid teamwork and problem-solving abilities.

Work Experience

Target Cooperation

Media Analyst - Apprentice

- Monitored daily and weekly ad campaign performance using dashboards and tools to track key KPIs such as CTR, CPC, impressions, and conversions.
- Collaborated with the team to resolve data issues, verify numbers, and maintain accuracy across multiple account reports.
- Identified trends and insights to support targeting and bidding improvements, and prepared performance summaries during high-volume periods like Circle Week.
- Ensured timely delivery of search ads reports by managing multiple deadlines and working closely with senior analysts to understand campaign optimization processes.

Nextwealth Entrepreneurs pvt ltd, Bengaluru | Feb 17 - May 17

Marketing Intern

- Identified and qualified potential B2B leads using targeted scraping on Apollo.io with strategic keywords (Generative AI, Catalog Management, Computer Vision), while also supporting competitor analysis to benchmark offerings and identify market gaps.
- Created and optimized personalized outbound email content for nurturing campaigns, contributing to improved engagement and open rates, and strengthening overall pre-sales support efforts.

Skills

MySQL, Python, Tableau, Power BI, JMP, SPSS, MS Office (Power Point, Excel, Word).

Projects

- Analyzing Factors Affecting Netflix OTT Subscription Renewal or Cancellation Using Logistic Regression.** : Researched factors affecting Netflix subscription renewal or cancellation using logistic regression to identify key customer behavior patterns and provide insights for improving retention and reducing cancellations.
- X-Culture Global Collaboration:** A global collaboration project, where I developed and worked in an international virtual team to develop a market entry strategy, enhancing cross-cultural communication, teamwork, and analytical skills in a global business environment.

Education

PES University, Bengaluru,
Masters in Business Administration, CGPA: 7.6

Oct 2023 - Oct 2025

KLE's GI Bagewadi College,
B.Sc (Mathematics, Physics and Chemistry), Percentage: 74%

July 2019 - Dec 2022

Certificate

- X-Culture Global Collaboration Certificate

Language

English | Hindi | Marathi | Kannada