

ANANTDEEP SINGH SANDHU

REVENUE, MARKETING & BUSINESS ANALYST

ADROIT, TENACIOUS & TECHNICAL

A career spanning sixteen years of experience across data analysis, visualization, strategy and giving numbers meaning across revenue, marketing and business data.

Working to a rhythm of meaningful and actionable insights, communicating the nuance of numbers in engaging and digestible ways, whilst cultivating a data-driven environment.

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GET TO KNOW ME



I have been working in the corporate travel sector since 2022 at FCM & Reed & Mackay, analysing business, operational & financial data that is both client facing & internal.



I worked in the energy sector for 5 years, establishing digital marketing & revenue analysis at Aggreko during a period of global focus on the 'green' energy transition.



I helped to build algorithms, analyse the music industry and landscape & deliver in-depth content consumption & audience demographic reports for Viacom CBS' MTV brand.



Microsoft

I was building algorithms & helping to shape Microsoft's music app content through audience, streaming & music industry analysis, just as personalised content was emerging.

"I have a calm nature & logical disposition, knitted together with an affable, down-to-earth nature."

I appreciate the world of data can at times be disengaging, & so I bring a personality & intent to make numbers engaging & fun without losing the insight at meaning".



THE ANALYTICAL SIDE

Extracting large & at times complex data sets to:

- Deliver revenue performance insight & forecasting for sales & marketing.
- Study critical business data to identify improvement in business operations.
- Analyse omni-channel marketing data to establish product & customer performance.

THE STRATEGIC SIDE

Applying thought & planning several steps ahead to:

- Identify, create & maintain business critical reports including cadence & formats.
- Migration, maintenance & absorption of existing/new data from platform to platform.
- Cultivate data-driven comms, culture & visualization day in, day out.

THE TECHNICAL SIDE

Ability to build, query & analyse data using the following platforms & languages.

- SQL & Postgres SQL
- Power BI
- Snowflake
- Google Suite
- Microsoft Excel

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CURRENT POSITION

COMPANY: Reed & Mackay (Navan)

POSITION: Senior Revenue & Business Analyst

INDUSTRY: Corporate Travel

PERIOD: Feb 2025 to Present

CONTEXT

In 2025, I worked as a revenue analyst, and merged this role as a business analyst in 2026 to support the business more widely, once it was acquired by Navan.



Establishing & maintaining sales, marketing & revenue performance reporting for all business departments & c-suite, single-handedly, in 2025.



Establishing data pipelines between CRM, marketing & finance systems into Power BI, to produce engaging & insightful automated revenue reporting.



Pre & post acquisition of Reed & Mackay by Navan; planning & managing migration of critical CRM & revenue datasets from legacy to newer platforms.



Alongside automated Power BI dashboards, delivering weekly & monthly sales & revenue reporting analysis, blended with marketing intelligence research.



Deploying methodologies, e.g. regression analysis & nuanced thinking for trustworthy sales forecasting in addition to collaboration with finance teams to support AOP analysis.



End-to-End project delivery of CRM & revenue data from Reed & Mackay to Navan, whilst maintaining critical revenue & business reporting.



Post acquisition of Reed & Mackay, stepping up & into a senior business analyst position, where complex business data between the two companies was analysed for impact on profitability.



Managing end-to-end analysis of business critical platforms to assist revenue accounts department in identifying & utilising the most robust data fields & sources for revenue reporting.

HIGHLIGHTS



Setting a high standard for revenue; from offline static spreadsheets to online automated dashboards, within 2 weeks of being appointed.



Cultivating previously non-existent relationships between sales, finance and implementation teams, to establish cross-departmental revenue reporting channels.



Merging complex data-sets from fragmented platforms to tell the story business success and failure across sales and trading.



Balancing dual revenue and business analysis during the company's takeover, without comprising on productivity.

REFERENCES



Kieran Hartwell



Executive Vice President, Specialty Travel & Events

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FCM

POSITION: Senior Client Data Analyst

INDUSTRY: Corporate Travel

PERIOD: 2022 - 2025

My position at FCM entailed consulting with global corporate clients on their reporting and analysis requirements, and then building insightful dashboards in Power BI and analysis for their financial and corporate travel strategies.

- *Managing all global client reporting projects, from scoping to technical build through to deployment, across FCM's EMEA countries.*
- *Consulting with global clients and brands to understand the financial budgets of their corporate travel policies and developing analysis to monitor the success and failures of said policies.*
- *Generating additional revenue for FCM through all projects requiring extensive development work and highlighting upsell opportunities to the company.*
- *Analysing financial, security, travel, and carbon emissions data to identify trends, behaviours, savings, and improvement in corporate travel policy.*
- *Implementing a data driven culture across FCM and the client reporting space internally, in both technical and non-technical departments of the business, across EMEA*
- *Building internal reports to monitor productivity, profitability, and project tracking, for account and operational teams.*
- *In-person, supporting RFPs to demonstrate the power of FCM's reporting suite bespoke dashboards and custom analysis around corporate travel policies.*

AGGREKO

POSITION: Global Marketing Analyst

INDUSTRY: Energy

PERIOD: 2017-2022

My role at Aggreko saw a successful period of delivering global and regional analysis of marketing and business performance as well as managing all data-centric marketing platforms.

- *Delivering actionable insight into global and regional marketing performance through interactive, engaging, and digestible reporting, as well building technically innovative and automated delivery methods through Power BI and Google Data Studio.*
- *Undertaking market intelligence research and reporting to identify to areas for sales to potentially increase lead generation and in-turn, marketing ROI.*
- *Successfully establishing and managing core data-driven marketing platforms and reporting tools such as Power BI, Google Analytics and Google Tag Manager.*
- *Overseeing the technical aspects of core integration projects between marketing platforms to funnel into Aggreko's then building of a company data lake.*
- *Centralising fragmented datasets from multiple sources such as Sitecore, Salesforce, Medallia, Google Analytics/AdWords, LinkedIn, Facebook, and other platforms such as media monitoring platforms, into reporting tools such as Power BI.*
- *Nourishing a global, company-wide data community in online spaces to cultivate an independent and critically thinking culture around data in the wider business approach.*

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MUSICQUBED

POSITION: Front-End Data Analyst

INDUSTRY: Entertainment & Technology

PERIOD: 2016 - 2017

My position at MusicQubed saw me establish custom customer, product and content analysis and reporting for Viacom CBS' MTV properties, reporting directly to the head of content at MusicQubed and MTV.

- Collaborating with multiple stakeholders to establish technical reports and dashboards to monitor the performance of content consumption on MTV mobile applications.
- Centralising fragmented customer centric datasets, such as customer engagement, customer profiles and life cycle across MTV mobile music applications, to gain insight into customer behaviour.
- Working across product development, content, and marketing departments to deliver reports on improving the digital journey for MTV app customers – from algorithmic formulas on content to UX design and technical improvements.
- Managing developers to delegate technical builds of dashboards using BIME visualisation platform.
- Building reporting environment in data in SAP Business Objects and working with the head of data science to ensure product, customer, and content data was cleansed thoroughly.
- Cultivating a data-driven culture across product, marketing, and content teams, through weekly engagement meetings, workshops, and training.

MICROSOFT XBOX

POSITION: Global Data Analyst

INDUSTRY: Entertainment & Technology

PERIOD: 2013-2016

My position at Microsoft Xbox at entailed analysing customer engagement in the digital music and apps landscape, to help build and programme algorithmic music and content to the global Xbox entertainment customer base.

Working with music labels such as Warner, Universal and Sony, , to analyse data that informs the best content to deliver to users.

- Analysing and reporting on editorial and application performance, including content consumption, customer behaviour and music streaming market intelligence.
- Working on the editorial roll-out and launch of the Xbox One console and its app and music editorial for global audiences.
- Managing all music editorial across Xbox's entertainment platforms in the extended global Microsoft app marketplace, including utilising data to manage in-app launches, such as BBC's iPlayer and Channel 4's More4 VOD apps.
- Devising strategies to increase user engagement across the entertainment vertical in Xbox – across multiple departments, to ensure the consistency of globalised content, customer experience and brand.
- Formulating algorithms based on content analysis and customer feedback for Xbox's then music service, powered by Echonest, now owned by and powering Spotify.
- Working with Microsoft's global BI team to analyse large customer engagement data, to further identifying global listening habits.

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LX INNOVATION

POSITION: Front-End Data Analyst

INDUSTRY: Online Gaming

PERIOD: 2012 - 2013

My responsibilities at LX Innovation, then a start-up in the online gaming space entailed analysing customer engagement from the companies online gaming websites and deliver actionable improvements to the designed and developers.

- *Daily delivery of customer and product reporting of online gaming properties to all departments – through Google Analytics and bespoke reporting.*
- *Overseeing internal stakeholder meetings to discuss insights for online gaming properties, analysing customer profiles and identifying potential gaming partnerships with external gaming websites.*
- *Updating the front-end content of online gaming websites, in line with agreed content, UX and design improvements.*
- *Assisting in the technical and front-end SEO efforts of the wider content team, to ensure SEM visibility paralleled technically to back-end optimisation efforts.*
- *Managing the affiliate management of relationships with partner websites and affiliate agencies.*

OXIGEN

POSITION: Front-End Content Editor

INDUSTRY: Sports & Design

PERIOD: 2008-2012

My role at Oxigen was gained through the company's graduate recruitment process, and entrusted me with assisting in the designing of content for global sporting and broadcasting institutions.

- *Creating, editing and publishing digital design and animation in projects Adobe Creative Suit - delivering latest match day photos, commercial graphics and website for Sports clubs and organisations, such as Chelsea, Arsenal, West Ham United and Manchester City, ATP Tennis, NFL Moto GP and England Rugby.*
- *Managing relationships with commercial and digital departments for over 60 sports partners, such as the aforementioned Chelsea, Arsenal, West Ham United and Manchester City, ATP Tennis, Moto GP, as well as broadcast organisations, such as Channel 4.*
- *Assisting in the editorial process of content creation each week – including analysis of content engagement to help inform editorial choices.*
- *Assisting management staff in closing deals for new clients through talking with club representatives around the design and technical aspects of the company's graphics work and product demonstrations for animated graphics.*
- *Assisting shareholders in working with current and potential investors in board-level presentations to demonstrate the company's work, technical output, and customer engagement.*