

TANVI SANGWAN

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PROFILE

Customer insight analyst with close to 3 years at Boston Consulting Group's Centre for Customer Insight, working on demand-centric growth programmes for global consumer brands across up to 10 markets. Built purchase funnel models, NPS and Kano driver analyses, conjoint studies and demand elasticity models in SPSS, Python and Tableau, and turned the results into positioning, pricing and proposition recommendations for senior client teams. Built Polus, a GenAI automation tool ranked 2nd of 20+ teams firm-wide. Currently completing an MSc in Business Analytics at UCD Smurfit.

PROFESSIONAL EXPERIENCE

Boston Consulting Group (BCG)

Analyst - Centre for Customer Insight (CCI) *Apr 2025 - Aug 2025*

- Developed predictive models and demand elasticity analyses on customer research data across 4 markets using SPSS and Python, identifying pricing opportunities that informed client commercial strategy.
- Built a purchase funnel model across consideration, conversion and purchase, pinpointing where customers dropped off and shaping stage-specific strategies to recover conversion.
- Designed and ran conjoint experiments across 5 consumer segments, quantifying the attributes that drive choice and rolling out improvements from successful tests.
- Built Tableau dashboards tracking campaign and segment performance across 10,000+ data points, deriving growth levers and presenting recommendations to senior stakeholders.

Junior Analyst - Centre for Customer Insight (CCI) *Dec 2022 - Mar 2025*

- Delivered NPS and Kano analysis for a 10-market demand-centric growth programme, identifying loyalty drivers and must-have attributes that led the client to reposition against competitors.
- Analysed large-scale consumer and commercial datasets across 4 countries using SPSS regression, building predictive insights on customer behaviour and segment performance for a global beverage conglomerate.
- Built Polus, an AI-powered data automation tool, placing 2nd of 20+ teams in BCG's GenAI competition and cutting analytical processing time by 40%.

Ernst & Young (EY)

Associate - Operations *Mar 2022 - Dec 2022*

- Analysed international financial datasets using Advanced Excel to identify anomalies and performance gaps, redesigning workflows and cutting turnaround by 14 days for a team of 8.

EDUCATION

UCD Michael Smurfit Business School | Dublin, Ireland *Sep 2025 - Present*

MSc. Business Analytics

Modules: Statistical Analysis | SQL & Programming | Predictive Modelling | Data Visualisation | Optimisation

University of Delhi | New Delhi, India *Jul 2018 - Jun 2021*

Bachelor of Commerce (Honors) | Grade: 1:1

KEY SKILLS

Customer Analytics: Funnel Modelling | NPS Driver Analysis | Kano Model | Conjoint Analysis | Segmentation

Statistics & Modelling: Predictive Modelling | Demand Elasticity | Regression | Factor Analysis | A/B Testing

Tools: Python | SQL | SPSS | Tableau | Power BI | Advanced Excel | Alteryx

LEADERSHIP & PROJECT EXPERIENCE

SHARE Charity - Team Lead | Cork, Ireland *Feb 2026 - Apr 2026*

Led a team of 7 on a live consulting engagement, analysing performance data, identifying growth levers and presenting data-driven recommendations to client leadership.

Tee's Bakehouse - Kano Model & Consumer Research | Gurgaon, India *Mar 2025*

Designed a 200-respondent consumer study across 15 product attributes, applying the Kano Model to separate must-haves from delighters and identify pricing opportunities.