

# GOKUL K

## FINTECH PRODUCT ANALYST

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## PROFESSIONAL SUMMARY

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Detail-oriented Mobile App Analyst with 3+ years of experience in app performance optimization, user engagement analysis, and competitive market research. Skilled in supporting marketing initiatives, tracking industry trends, and enhancing app features based on data-driven insights. Strong cross-functional collaboration and compliance knowledge, with a focus on delivering user-centric solutions and performance reports.

## AREAS OF EXPERTISE

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- **Mobile App Optimization:** Enhance app performance based on user feedback.
- **User Engagement Analysis:** Track and analyze user behavior for improvements.
- **Market Trend Research:** Monitor competitor apps and industry developments consistently.
- **Customer Feedback Integration:** Gather insights to drive app feature enhancements.
- **Financial Reporting:** Prepare data-driven reports to inform decision-making processes.
- **Cross-Functional Collaboration:** Work with multiple teams to drive app improvements.
- **Compliance and Risk Management:** Ensure regulatory compliance in financial and app operations.

## WORK EXPERIENCE

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### FINTECH PRODUCT ANALYST

**Joyalukkas Exchange, Dubai, UAE | 03/2023 – Present**

- Support marketing by promoting app features and driving user acquisition initiatives.
- Stay updated on competitor apps, ensuring competitiveness and alignment with market trends.
- Monitor app performance, identifying areas to improve user experience and engagement.
- Track user behavior, analyze metrics, and gather feedback for app optimization.
- Prepare performance reports, presenting insights and recommendations to senior management effectively.
- Collaborate cross-functionally to optimize app features and enhance overall performance.

### SENIOR CUSTOMER SERVICE EXECUTIVE

**Joyalukkas Exchange, Sharjah, UAE | 03/2021 – 02/2023**

- Provide exceptional service by addressing inquiries and offering financial expertise to clients.
- Perform accurate financial transactions, ensuring compliance with regulatory guidelines and standards.
- Stay updated on industry trends and financial markets, offering relevant advice to clients.
- Handle financial concerns promptly, ensuring client satisfaction & fostering strong professional relationships.

### ASSISTANT ACCOUNTANT

**Joyalukkas India Pvt. Ltd, Tamil Nadu, India | 01/2018 – 02/2021**

- Managed accurate financial records, ensuring compliance with regulatory standards and policies.
- Conducted data analysis, providing insights to support financial decision-making processes.
- Assisted in preparing reports, contributing to performance analysis and financial reviews.
- Performed reconciliations, maintaining accurate transaction records and ensuring financial accuracy.

## PROFESSIONAL & TECHNICAL SKILLS

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- Mobile App Performance Analysis
- User Behavior Tracking
- Engagement Metrics Analysis
- Competitive Market Research
- Data-Driven Reporting
- Dashboard Creation
- User Feedback Analysis
- Cross-Functional Collaboration
- HPLC and Spectroscopy
- Documentation Proficiency
- App Optimization Strategies
- Marketing Initiative Support
- Financial Transaction Accuracy
- Financial Record Management
- Budgeting and Forecasting
- Customer Relationship Management
- Excel Expertise
- Cost Accounting
- Compliance Knowledge
- Accounts Reconciliation
- KPI Monitoring
- Risk Management
- Tax Compliance
- Audit Preparation

## SOFT SKILLS

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- Problem-Solving
- Time Management
- Adaptability
- Communication
- Interpersonal Skills
- Customer-Centric Mindset
- Attention to Detail
- Analytical Thinking
- Team Collaboration
- Stress Management
- Positive Attitude
- Integrity and Ethics

## EDUCATION

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### GRADUATION CERTIFICATE IN B.COM FINANCE

Calicut University, Kerala, India | 2015

### CERTIFICATIONS & PROFESSIONAL COURSES

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#### PROFESSIONAL DIPLOMA IN ACCOUNTING ( INCLUDING MS OFFICE, EXCEL, ERP )

Keltron Knowledge Centre, Thrissur, Kerala, India | 2015

## PERSONAL DETAILS

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- Date of Birth: 19-06-1995
- Marital Status: Single
- Visa Status: Work Visa
- Passport number: R1448935
- Nationality: Indian
- Languages : **English** - Professional Proficiency | **Malayalam** - Native | **Hindi / Tamil**- Working Proficiency

## REFERENCE

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Available upon request

I hereby confirm that all the above details given by me are true to best of my knowledge and belief. I am also confident that I will perform my duties and responsibilities to your satisfaction and to the growth of the organization