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<https://www.pixole.co.uk/portfolio/>

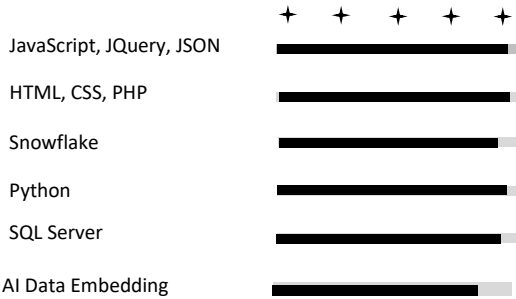


[linkedin.com/in/kalpesh-chandracant](https://www.linkedin.com/in/kalpesh-chandracant)

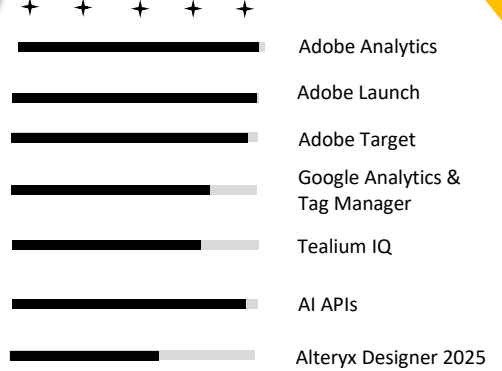
Kalpesh Chandracant

Data Engineer (Reporting | Implementation | Optimisation | APIs | AI)

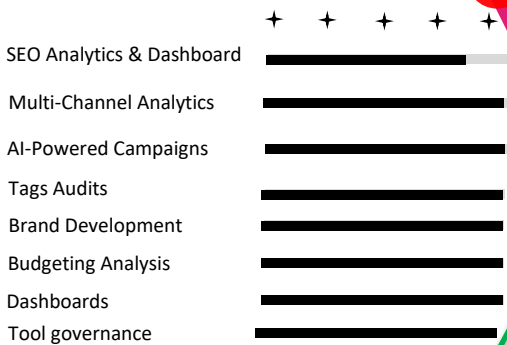
Programming Skills



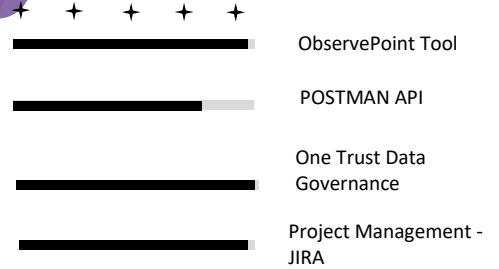
Analytics Skills



Marketing Skills



Other Skills



Education

Aug 2010 BTEC IT Practitioners in Programming

by Newham College of further Education.
Diploma Course | Grade: DDD | Completed

July 2013 BSC Hons Computer science (Information system)

by University of Middlesex London.
Course | Grade: 2.1 | Completed

July 2013 Microsoft .NET Framework 4, Web Application

By Microsoft Course | Grade: Pass | Certified | E356-5176

Nov 2014 Adobe Site-Catalyst (Analytics | Launch | Target)

by ADOBE Course | Grade: Pass | Certified

Oct 2018 Astrobiology and the Search for

Extraterrestrial Life by University of Edinburgh
Grade: 85% | Certified | Licence: GMNU5E2Q683E

Nov 2018 Foundation of Strategic business Analytics

by ESSEC Business School | Course | Grade: pass

Oct 2018 Google Analytics Certification

By Google academic school Licence, No: 24884833

July 2023 Consent & Preference Management Expert

By ONETRUST | Certificate: Pass | Serial Number: C91264

April 2025 Associate Data Analyst

By DATACAMP: Certificate: DAA0013380878229

June 2025 Data Engineer

By DATACAMP: Certificate: DE0012017648594

June 2025 Python Data Associate

By DATACAMP | Certificate: PDA0019316482078

June 2025 Associate Data Engineer

By DATACAMP | Certificate: DEA0014338596598

July 2025 Observpoint - Privacy Compliance

June 2025 Observpoint - Analytics Validation

July 2025 Observpoint - Foundation (Admin)

BY Observpoint Academy | Certificate: Pass

July 2025 SQL Associate

By DATACAMP | Certificate: SQA0016114723715

July 2025 AI Engineer for Developers

By DATACAMP | Certificate: AIEDA0017311276921

July 2025 Alteryx Designer Core advance & foundation

By Alteryx | Certificate: Pass

Professional Experience



Legal & General – London/ Hove
www.legalandgeneral.com

Lead Digital Technical Analyst
April 2020 – September 2025

Permanent

- Created and managed Jira tickets for analytics debugging, APIs resources, or code testing, ensuring clear and detailed documentation of issues, steps to reproduce, and expected outcomes. Gathered and organized resources on Jira, including guides and best practices, to support team members in effective project management and resource planning. Collaborated with colleagues to assign tasks, set priorities, and monitor progress, ensuring timely resolution of issues and efficient workflow.
- Developed APIs for Google Console, Adobe Analytics (IO), Adobe Launch, Office 365, and SQL servers to facilitate data extraction and integration. Utilized Anaconda (Python) for data extraction from Adobe servers, SQL databases, and SharePoint, ensuring data integrity and consistency. Employed Python libraries (e.g., OpenAI, co-pilot, office 365, Pandas, NumPy, analytics2) within Anaconda for data manipulation, validation, and cleaning, resulting in a clean, unified dataset for analysis.
- Designed and deployed robust Alteryx workflows to analyse user engagement across L&G My Account platforms—incorporating login behaviour, product purchase trends, ISA activity, and retail interactions. Integrated GMD offline datasets and Adobe analytics for cross-channel performance benchmarking and insight validation.
- Built scalable workflows using advanced Alteryx tools (e.g. Multi-Row Formula, Find Replace, Spatial Match) to support ongoing account analytics and reporting automation.
- Developed Python API scripts using Anaconda and Share Plum to extract intranet data from L&G's Office 365 environment. Automated export and transfer of processed datasets to Adobe Experience Server, enabling enhanced tracking and segmentation within Adobe Analytics.
- Successfully managed and upgraded Adobe libraries, rules, properties and cookies, ensuring compliance with privacy regulations and leveraging new features for improved performance. My expertise includes creating and maintaining AEP components, templates, and workflows to streamline content creation and delivery
- Utilized JavaScript and integrated third-party tools to enhance tracking functionalities, providing accurate data collection and comprehensive analytics. By integrating AEM with Adobe Analytics, I have ensured seamless data flow and enhanced user experience through targeted content and personalized user journeys.
- Oversaw deployment and management of ObservePoint tool for L&G, enabling automated auditing of digital tags and validating data layer integrity across customer journeys.
- Conducted end-to-end journey analysis to ensure accurate event tracking and optimize page-level user behaviour insights for Adobe Analytics.
- Developed and maintained custom JavaScript snippets to capture nuanced web interactions, enhancing tagging accuracy and supporting robust data collection strategies.
- Executed comprehensive audits of cookie behaviour, including scanning and validating cookies set by OneTrust banners to ensure compliance with user consent preferences.
- Monitored Adobe Analytics implementation across web properties, validating correct tag firing and segmentation logic.
- Audited marketing tags, data layers, and event structures to uphold accuracy and consistency of digital analytics pipelines.
- Supported accessibility and functionality validation for L&G's equality, annuity, and retirement income calculators, aligning data capture with customer experience goals and business KPIs.
- Integrated Adobe Journey Optimizer with Customer Journey Analytics to enable real-time orchestration and reporting across omnichannel datasets.
- Configured AJO-enabled connections and data views within Adobe Experience Platform to streamline personalized customer journey analysis.
- Leveraged AJO event schemas (email tracking, push notifications, message feedback) to enrich campaign insights and optimize engagement strategies.
- Applied identity mapping and dataset customization to ensure accurate attribution and flow analysis across customer touchpoints.
- Led end-to-end implementation of Adobe CJA using a three-workstream model: Data Ingestion, Enablement & Adoption, and Activation & ROI.
- Integrated cross-channel datasets (web, CRM, mobile, survey) into CJA to deliver unified customer journey insights and optimize personalization strategies.
- Designed scalable ETL pipelines to standardize event schemas, timestamps, and customer IDs across fragmented data sources for seamless ingestion into Adobe Experience Platform.
- Collaborated with stakeholders to align CJA adoption with business goals, driving measurable improvements in customer engagement and decision-making.

Customer Data Strategy & Architecture: Designed and implemented scalable data schemas using Adobe Experience Platform (AEP) XDM standards to unify customer profiles across online and offline sources.

Segmentation & Activation: Built real-time audience segments leveraging behavioural, demographic, and transactional data to power personalized marketing across channels including email, web, and paid media.

Data Ingestion & Identity Resolution: Orchestrated data pipelines using Adobe Source Connectors and APIs, enabling deterministic and probabilistic identity stitching for a single customer view.

Governance & Consent Management: Applied data usage labels and enforced privacy policies using Adobe's Data Governance framework to ensure compliance with GDPR and CCPA.

Cross-Platform Integration: Integrated Adobe CDP with Adobe Journey Optimizer, Adobe Target, and external platforms (e.g., Google, Meta) for seamless omnichannel activation.

Performance Monitoring & Optimization: Leveraged Adobe Experience Platform dashboards and query services to monitor data freshness, segment performance, and activation success.



Legal & General – London/ Hove
www.legalandgeneral.com

Adobe Analytics Consultant Contractor
April 2019 – April 2020

- Designed business KPI's and improved tagging Solution Requirements for analytics and marketing.
- Implemented number of marketing and analytics tools across the business, such as, City bank fund centre, Lifetime Mortgage calculator, European fund centre, Future-blog & Marco-matter, LGIM, Investment, retirement, Life cover, pension, protection, insurance, adviser wealth, workplace pensions, Institutional investors & mortgage application.
- Building Application web journey in Observe point tool to test Codes, functions, data layer, objects etc.
- Design specialised tagging solutions for bespoke projects using tag management, including voice of the customer, digital analytics, marketing tags and session replay tools.
- Execute class-leading implementations of Adobe Analytics and Core Services through Tag Management Systems, creating bespoke tracking code for complex implementations when necessary and mapping analytics variables.
- Support internal developers and third parties throughout the implementation process and deployment.
- Facilitate regular stakeholder communication – updates and reporting as required for the business.
- Formulate, communicate, and help deliver stable and viable A/B test in collaboration with the wider Optimisation Team and our product scrums, including the definition of test details, audiences, measurement frameworks and test operations.
- Understand and uphold the importance of data-driven results, prioritisation, and analysis, working with the wider Data & Insight Team and UX & Design to generate clear-cut recommendations based on research.
- Designed Data-layer which feeding data to google analytics as well as adobe by writing complex JavaScript's, which is implemented via adobe launch.
- Developed and implemented OneTrust cookie banners across multiple websites, ensuring compliance with GDPR and other data privacy regulations and conducted comprehensive cookie audits to identify and categorize cookies, ensuring transparency and user consent.
- One Trust Cookie Banner: - Collaborated with cross-functional teams to align cookie policies with company branding and legal requirements.
- Generated detailed compliance reports and provided actionable insights to improve data privacy practices and monitored and updated cookie banners regularly to maintain compliance with evolving regulations.
- Conducted a comprehensive audit using Observpoint to validate the implementation of analytics and marketing tags across various Legal & General applications, ensuring accurate data collection and compliance with industry standards.
- L&G pages Audits, including ISA Apply, Pension, My Account, MyFutureNow, LGIM, Digital Guidance, Retirement Calculators, Annuity Calculators, Real Assets, Fund Centre, Workplace, and Life Insurance. Executed the Observpoint journey to perform data validations and set up journey steps and validation rules for analytics and marketing tags.



PIXOL Limited - Northampton
www.pixol.co.uk

Director
June 2016 - December 2022

- Created analytics framework for Merigold LTD.
- Implemented google universal analytics and google products such as Ad-sense, Ad-word etc.
- Testing analytics changes and ensure the stability of data capture.
- Managing, maintaining and administrate the analytics toolset, as well as html tools.
- Give guidance where required to new development agencies and writing analytics and tagging documents for all platforms.
- Ensure that the design and data captured will be in a usable and scalable format.

- Implement complex acquisition analytics changes. Scope and implement new pixels using tag management systems such as GTM.
- Enabling e-commerce function and created goals rules which are ideal technique for web performance and platform optimisation.
- Implemented social campaign, email campaign, and designing daily, weekly newsletter for subscriber.
- Implemented SEO for website to make sure that relevant search will appear on top of all result (Google and Bing).
- Create the digital pattern in Adobe photoshop and implementing tracking it by writing JavaScript.
- Design engaging banners, campaigns, graphical assets for the site, email, and social media.
- Take responsibility for the overall quality of visual content and images.
- Deliver vital customer journey insight, identifying pain-points in the user experience.
- Understand our client's objectives and create effective marketing campaigns to drive reach and revenues. Leverage data to devise and refine strategies, constantly measuring ROI.
- A successful track record in crafting and leading high profile above the line campaigns that meet business objectives.
- Experienced in effective agency management, Brand management & agile development experience.



Vodafone UK- Newbury
www.vodafone.co.uk

Digital Implementation Specialist
May 2018 – Aug 2018

4-month
Contract

- By migrating new webchat tool (nuance.co.uk) to get better analytics data by creating nuance Object data variables.
- Developed JavaScript to transmit data over the nuance server and adobe server.
- Designed the HTML structure for nuance webchat and must communicate with clients.
- Developed metadata to feed nuance webchat via internal Data layer by using adobe analytics and Tealium.
- Fixing analytical codes and making sure that data is current and relevant to context.
- Maintaining Vodafone.co.uk, voxi.com and vcol.co.uk tags with external library by writing jQuery, JavaScript, on react.js platform.
- Working with key stakeholders to understand their business needs and opportunities regarding their site representation. Evaluate how departments are performing and provide recommendations.



SAGA UK- Folkstone
www.saga.co.uk

Digital Implementation Specialist
May 2017 – OCT 2017

6-month
Contract

- Translating high-level business requirements into clear and concise tracking specifications for possibility project (membership), Magazine project and Saga Store project.
- Writing JQuery and JavaScript to implement adobe tagging through adobe DTM and to support backhand application development.
- Use Adobe Site Catalyst to provide in depth analysis and actions to drive decision making to maximise online performance across all SAGA channels and other domains. Identifying key areas within the site that are underperforming and provide solutions to improve conversion rates.
- Setting up our digital analytics tools to provide accurate data in a usable format for analysts and other stakeholders and manage Omniture site analytics tool to create dashboards, reports and review tagging issues in line with the Global team.
- Created Regression and Tagging document for SAGA.
- Upgraded adobe functional tagging solutions by writing java scrips, j-query and established the Custom Data Layer into Sitecore (CMS) to enable Site-catalyst to track/ capture data.
- Consulted with developers to manage content through CMS, and personalise the content based on user status for membership channel (SAGA site).
- Experience in the build and deploy (release) pipeline for Sitecore solutions and implement and support Sitecore based solutions, enhancements and BAU activities – with the primary focus on our Sitecore based domain.
- Working with key stakeholders to understand their business needs and opportunities regarding their site representation. Evaluate how departments are performing and provide recommendations.
- QA testing and signing-off associated data layer and Adobe outputs.
- Educating teams on the absolute necessity of good data quality and associated timelines/ workflows to get there, including creating dashboards and providing data by using report builder in excel.
- Being a subject-matter expert on technical analytics queries.
- Ability to communicate and work effectively with different teams and stakeholder groups.
- Capable of working in a high-paced e-Commerce environment with project management skills.
- Testing analytics changes and ensure the stability of data capture.
- Managing, maintaining and administrate the analytics toolset, as well as html tools.

- Give guidance where required to new development agencies and writing analytics and tagging documents for all platforms.

CAMELOT

CAMELOT UK- Watford
www.camelotgroup.co.uk

Digital Optimisation Analyst
Jan 2016 – May 2016

4-month
Contract

- Finding customer behaviour, customer expectation, and finding the business solution by using Analytics tools.
- Providing reports and generating reports based on channels performance. Mostly I have used Adobe Digital Marketing Suite (Site Catalyst, Discover and Report Builder, ad hoc analysis, Maximiser and Tealium)
- Creating MVT and A/B testing in Maximiser and reporting to head of optimisation manager.
- Creating Dashboard into adobe Omniture to produce standard reports and dashboards to drive business decisions.
- To develop analytics to support A/B and multivariate testing strategies to improve the customer experience online and increase revenue generated per user to the website.
- Develop, maintain, and troubleshoot integrated systems for collecting, managing and reporting on web analytics and online sales metrics including online analytic tools.
- To work with the data architect to recommend future data strategies to link on-site analytics with the corporate data art and work with the digital team to implement recommended solution.
- By using Tealium tag manager, implemented third party libraries, builder a cookie for customer tracking, implement tags by writing JQuery and JavaScript.
- Data layer was deployed via Tealium tag manager to centralise the data and transmit data to Tealium server.
- In Tealium, written custom JavaScript snippets to track online games (click events), CMS content (onload & click event) and customer journey, according to digital strategy.



ARGOS UK- Milton Keynes
www.argos.co.uk

Digital Intelligence Developer
June 2014 – Jan 2016

Permanent

- Creating different "Report Suites" for different platform in Adobe Omniture.
- Implementing site-catalyst tagging in Website, mobile site, apps and (NSB) in-store apps.
- Maintaining and creating tagging definition document for web, apps and in-store application.
- Restructuring tagging for all marketing channels and campaign tracking.
- Constructing Business report by using AD hoc analysis, Analysis Workspace and Report Builder
- Installing tools, plugins and libraries in Adobe DTM, such as the Google universal analytics, adobe targets, and others.
- Constructing, publishing and approving rules in Adobe DTM.
- Analysing conversion variables, Context data variables, and Dynamic variables
- Tracking entire digital platform including NSB, Web, and Apps.
- Creating analytic debug report and sending analytical issues to developer via HP quality Centre.
- Testing and validating adobe tagging in Charles Debugger, HTTPsfox, and Omnibug etc.
- Tracing data by writing JavaScript or JQuery Script.
- Communicate with all third parties to fulfilled business requirement.
- Maintaining, organising, and developing Site-catalyst tagging image request for web, apps, and in store application by deploying JavaScript/JQuery script in DTM.
- Using SessionCAM to understand customer journey, customer behaviour, and customer interaction.
- Creating the dashboard based on CRO in Omniture and analyst the performance of each digital marketing channels.
- Working experience implementing Templates, Components, Dialogs and Workflows in Adobe AEM platform.
- Maintained W3C data layer, digital content though Adobe AEM for adobe site-catalyst.
- Personalising the content to users based on their interest.

References are available on request

Microsoft
CERTIFIED
Technology Specialist

.NET Framework 4,
Web Applications

Tealium iQ™

ANALYTICS
QUALIFIED
INDIVIDUAL
Google



Google
Analytics



