PRAVEEN KUMAR

AI-Augmented Senior Data Analyst | Data Strategy & Analytics Engineering

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PROFESSIONAL SUMMARY

Results-driven **Senior Data Analyst with 9+ years of experience** spanning Business Intelligence, Marketing Analytics, and AI-Augmented Data Engineering — building systems that generate revenue, cut costs, and drive decisions. I am an **AI-native practitioner who vibe codes daily** — translating analytical intent into working SQL pipelines, Python scripts, and data tools using **Claude Code** (terminal CLI & web UI), ChatGPT, and Gemini, without traditional development bottlenecks. Outside work, I build hobby projects with **OpenAI APIs** (GPT-4o, Assistants API, Embeddings) and stay current with the AI space every day — model releases, applied ML papers, new tooling — as a continuous learning discipline. Proven track record with **Microsoft, Amazon, Nike, Audi** — 90% pipeline latency reduction, 25+ production dashboards, and 80% CSAT improvement.

CORE COMPETENCIES

AI & LLM	Claude Code (Terminal + Web, Vibe Coding) · OpenAI API (GPT-4o / Assistants / Embeddings) · Anthropic API · Gemini · Prompt Engineering · LLM-Driven Data Pipelines · Automated Insight Generation
Data Engineering	SQL (Advanced) · Snowflake · Azure Cosmos DB · GCP · ETL/ELT · Data Modeling · Automated Pipelines
BI & Visualization	Tableau · Power BI · DAX · Real-Time KPI Dashboarding · Data Storytelling
Analytics & ML	Predictive Modeling · Customer Segmentation · Behavioral Modeling · A/B Testing · Statistical Analysis
Programming	Python · R · Scope Application Language (.NET/C#)
Marketing	Campaign Optimization · ROAS/ROI Analysis · Keyword Performance · YoY/WoW Trend Analysis
Tools & Leadership	Jira · Azure DevOps · GitHub · Cross-Functional Leadership · Agile/Scrum · Requirements Engineering

PROFESSIONAL EXPERIENCE

Vimeo.com — Bengaluru   Jan 2022 – Present
Senior Data Analyst

Product & Marketing analytics for a global video SaaS platform — full ownership of pipeline engineering, dashboarding, stakeholder reporting, and AI-assisted insight generation.

▸ Eliminated **90% of data processing latency** by re-engineering legacy ETL into fully automated Snowflake pipelines; accelerated time-to-insight from days to hours for product and marketing leadership.

▸ Boosted **CSAT by 80%** via deep-dive SQL + Tableau customer journey analysis; identified 3 critical friction points and shipped targeted UX fixes with Product.

▸ Deployed **10+ real-time Tableau dashboards** with integrated feedback loops — cutting reporting cycles by 25% and eliminating manual overhead across 4 teams.

▸ Improved **agent efficiency 15%** and cut **operational costs 15%** via analytical tooling tracking interaction quality, skill gaps, and workforce allocation.

▸ Reduced **average response time 10%** through support strategy models identifying resolution patterns and recommending staffing optimizations.

▸ **AI-Native Workflow (Daily):** Vibe code SQL pipelines and Python scripts using **Claude Code** (terminal CLI + web UI); use ChatGPT & Gemini for automated EDA and LLM sentiment tagging across thousands of customer feedback entries — compressing multi-day tasks into hours.

Mindtree Limited — Bengaluru   Aug 2019 – Jan 2022
Senior Analyst — Digital Marketing Analytics (Microsoft Account)

Embedded analytics partner on Microsoft's Digital Marketing Analytics program — market intelligence and campaign analytics for Amazon, Nike, and Audi across global markets.

▸ Drove **20% faster decision-making** by architecting 15+ Power BI dashboards transforming Azure Cosmos DB datasets into executive-ready narratives, replacing ad hoc data pulls with self-serve intelligence.

▸ **Trending Travel Dashboard (TTD):** Weekly-refresh Power BI platform tracking destination trends, keyword performance (YoY/WoW), search volume, and click index with sensitivity-compliant data masking — used directly by Microsoft advertising strategists.

- **Consumer Decision Journey Tool:** Mapped user intent signals across the full consumer funnel; refined ad strategies and optimized ROAS for Amazon, Nike, and Audi.
- **Query Pathing Tool:** Search behavior tracker with location/POI/destination classification logic — targeting insights improved campaign **ROI by 10%**.
- Enhanced **DB performance 30%** by refactoring high-volume SQL queries and stored procedures; cut development rework 15% via structured requirements-gathering sessions with Microsoft stakeholders.

EARLIER EXPERIENCE

TransCentra — Chennai
Mar 2018 – Aug 2019
Data Analyst

- Maintained **99%+ SLA resolution rate** on critical SQL and server-based incidents; executed complex SQL root cause analysis (RCA) reducing recurring defects and system downtime.
- Administered server and network infrastructure, proactively monitoring for failures and maintaining high availability across production systems.

Groupon.com — Chennai
Nov 2016 – Dec 2017
Consultant — Data & Business Analytics

- Generated BI reports translating e-commerce campaign performance into strategic recommendations for regional market leads; managed customer support analytics pipelines with high satisfaction metrics.

KEY PROJECTS & AI-AUGMENTED TOOLS

Trending Travel Dashboard	Weekly-refresh Power BI for Microsoft — destination trends, keyword performance (YoY/WoW), search volume, click index with sensitivity-compliant data masking. Used by Microsoft advertising strategists for campaign planning.
Consumer Decision Journey Tool	Mapped user intent + purchase factors across the consumer funnel; optimized ROAS for Amazon, Nike, and Audi on Microsoft's advertising platform. Enabled data-driven ad spend allocation across global markets.
Query Pathing Tool	Search behavior tracker with location/POI/destination classification logic — insights improved campaign ROI by 10%. Provided granular targeting capabilities for Microsoft advertising teams.
OpenAI API Hobby Projects	Personal projects with GPT-4o, Assistants API, and Embeddings — built semantic document search, automated Q&A over datasets, and AI-generated data narrative reports in Python.
AI-Assisted Analytics Pipeline	Claude Code + ChatGPT integrated into daily analytics workflow — automated EDA, plain-English SQL generation, LLM sentiment analysis — reducing EDA cycle time by ~70%.
Daily AI Research Practice	Daily learning discipline covering model releases (Claude, GPT, Gemini, OSS LLMs), applied ML papers, and new tooling (LangChain, Ollama, fine-tuning) — directly informs production decisions.

EDUCATION

Master of Business Administration (MBA)
Madras University, Chennai · Dec 2020

Bachelor of Engineering (B.E.)
Sathyabama University, Chennai · Apr 2016

CERTIFICATIONS

- Advanced Data Science Certification — upGrad (2024)
- Power BI for Data Analytics — Pluralsight (2019)
- Data Science Programming Bootcamp — upGrad (2023)
- SQL for Data Science — Coursera (2019)