

Darshan Potnis

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Summary

Data Analyst with strong SQL and Python skills and hands-on experience delivering KPI reporting, product and growth analytics, and executive dashboards. Proven ability to translate business questions into clean metrics, reliable datasets, and actionable insights across 10M+ records. Experienced with PostgreSQL, Snowflake, Power BI, data quality checks, and cross-functional stakeholder reporting.

Education

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| • University of Southern California, Los Angeles, CA
M.S. in Applied Data Science | Jan 2024 – Dec 2025 |
| • BSE Institute, Mumbai, India
Post Graduate Diploma in Predictive Analytics | Jan 2022 – Jul 2023 |
| • Mumbai University, Mumbai, India
B.Sc in Computer Science | Aug 2019 – Jun 2022 |

Skills

- **Analytics:** KPI Design, Funnel/Cohort Analysis, Segmentation, Root Cause Analysis, Stakeholder Reporting
- **SQL & Warehousing:** SQL, PostgreSQL, Snowflake, Data Modeling, Performance Tuning
- **Python:** pandas, numpy, Automation, Data Validation
- **Visualisation:** Power BI, Tableau, Looker (Dashboards, Metrics)
- **Data Ops:** ETL/ELT, Airflow/cron, Data Quality, Monitoring/Logging
- **Tools:** AWS (S3/EC2), Docker, Git, Linux, CI/CD
- **Excel:** Pivot Tables, XLOOKUP, Power Query

Experience

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| • 99 Yards, Remote
<i>Data Engineer Intern</i> | Jun 2025 – Aug 2025 |
| – Owned recurring KPI reporting datasets used by business stakeholders for weekly decision-making. | |
| – Built and maintained FastAPI services powering dashboards and ad-hoc analysis with validation and monitoring. | |
| – Automated data refresh and reporting via Airflow/cron , improving freshness and reducing manual reporting effort. | |
| – Optimized data delivery performance through profiling and batching; reduced response time by 25% . | |
| • Scienox Technologies, Mumbai, India
<i>Data Analyst Intern</i> | Oct 2022 – Apr 2023 |
| – Developed Python/SQL ETL pipelines processing 10M+ records supporting executive dashboards. | |
| – Implemented data validation rules that improved accuracy and reduced downstream reporting issues. | |
| – Standardized recurring analytics workflows using Airflow , shortening refresh cycles. | |
| – Supported production analytics through incident triage and root cause analysis . | |

Projects

- **GTM Funnel & Product Analytics using Snowflake** {Snowflake, SQL, Python}
 - Designed Snowflake analytics schema (LEADS, ENRICHMENT_RESULTS, PRODUCT_EVENTS) to analyze the GTM funnel from signup → enrichment → activation.
 - Measured funnel performance: **100%** lead enrichment with avg **3.15 days** to enrichment, identifying time-to-value delay.
 - Analyzed activation behavior: **~84%** workflow creation vs **~25%** data export; identified dominant user paths.
 - Delivered segmentation insights by company size, role, and industry; export rates highest among **mid-market SaaS** and **Sales leadership**.
- **CFO-Style Reporting & Governance Platform** {SQL, Python, Power BI, PostgreSQL}
 - Designed a **single source of truth** for executive KPIs by standardizing metric definitions, validation rules, and reporting logic across teams.
 - Built **automated Power BI dashboards** with scheduled refresh pipelines, reducing manual reporting effort and improving data freshness for leadership reviews.
 - Implemented **role-based access control, audit logging, and data-quality checks**, significantly increasing stakeholder trust and compliance readiness.
- **F1 Telemetry Analytics Platform** {Python, SQL, PostgreSQL, Time-Series}
 - Modeled and analyzed high-frequency **time-series telemetry data** to compare driver and car performance across laps and race conditions.
 - Built optimized **SQL analytics views** enabling rapid comparative analysis and trend identification across seasons and tracks.
 - Developed feature pipelines to surface **performance insights and anomalies**, supporting simulation-style analysis and data-driven strategy evaluation.

Achievements

- **Finalist – USC Data Science Hackathon:** Forecasted Lyft demand using weather and traffic data; improved dashboard latency by **30%**.
- **Winner – FinTech Hackathon:** Led team to build anomaly detection service; reduced false positives by **18%**.