

Darshan Potnis

Los Angeles, CA (Open to Relocate) | potnisd@usc.edu | +1-213-271-6779 | [LinkedIn](#) | [GitHub](#)

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

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

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

- **99 Yards**, Remote Jun 2025 – Aug 2025
Data Engineer Intern
 - 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 Oct 2022 – Apr 2023
Data Analyst Intern
 - 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%**.