

Dylan J Kakkanad

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PROFESSIONAL SUMMARY

Results-driven Business Analytics professional with over **3 years of experience** in leveraging data-driven insights to optimize business processes and drive strategic decision-making. **Skilled in advanced analytics, data visualization, and cross-functional collaboration.** Adept at translating complex data into actionable insights for stakeholders at all levels. **Open to relocation** anywhere in the US for new opportunities.

EDUCATION

M.S. in Business Analytics (STEM)

Boston University, Questrom School of Business, Boston, MA

- *2023 Recipient of Dean's Achievement Scholarship.*

B.S. in Economics, Specialization in Finance

NMIMS, School of Economics

SKILLS

Certifications: Alteryx Designer Core and Advanced, Google Analytics 4

Data Analysis & Visualization: Python, R, SQL, Alteryx, Tableau, GA4, Power BI, DAX, MDX, Looker, Visio

Machine Learning & AI: PySpark, TensorFlow, PyTorch, Keras, A/B Testing

Cloud & Big Data: AWS, Azure, GCP, Databricks, data lakes

Databases: MySQL, NoSQL, Redshift, Snowflake,

Business Intelligence: SAS, SAP, Qlik

Project Management: JIRA, Confluence, Agile Scrum methodologies

Other Tools: Git, MS Excel, VBA

WORK EXPERIENCE

Product Analyst, The Donovan's Piano Room

October 2024 – March 2024

- Integrated Google Analytics 4 implementation for new website launch, conducting user behavior analysis and developing GTM strategies resulting in 15% increase in user engagement within first quarter.
- Built Dashboards to business KPIs, identifying resource optimization opportunities that led to a 12% reduction in cloud infrastructure expenses while maintaining performance standards.
- Instituted a robust Quality Assurance testing framework, including Test Design Specifications (TDS) and automated user story validation, accelerated the development cycle by 25%

Senior Data Analyst, XEMI (a logistic SaaS company)

April 2022 - August 2023

- Utilized SAS to develop loss forecasting and risk assessment for clients with over a million rows, improving inventory management efficiency by 17% and optimizing account management.
- Presented and maintained 5 Tableau dashboards using Alteryx for ETL processes and for calculations, to enhance real-time KPI tracking saving an average of 10 hours per week in reporting.
- Configured A/B testing to assess the impact of different data visualization and dashboard techniques on client comprehension, improving report clarity for the end user.
- Led a cross functional team of 12 in implementing scalable data pipelines using AWS services (AWS Glue, Lambda, and S3) improving model deployment speed by 35% and enhancing data processing efficiency.
- Authored business and technical requirement documents (BRD/TRD), leading to an improvement in feature accuracy within the compliance module.

- Ensured compliance and regulatory reporting, by aligning analytics outputs with legal standards, enhancing the company's adherence to regulations
- Contributed to OCR and NLP models using Python and TensorFlow for automated document extraction and classification which streamlined insurance and invoice processing for logistics clients.

Market Data Analyst, Yesssworks

January 2021 - March 2022

- Executed a data validation framework and deployed daily ETL processes using Alteryx for the coworking space's occupancy and revenue data, enhancing data integrity and reducing errors by 8%.
- Launched a Tableau dashboard integrated with Azure SQL Database to monitor space utilization across Yesssworks' locations, enabling data-driven decisions on space allocation and membership offerings.
- Conducted Python based data modeling and profiling to optimize pricing, leading to a 40% rise in revenue and enhanced inventory allocation for the coworking space.
- Devised a customer churn prediction model using XGBoost algorithm, enhancing business performance to refine overall retention rates by 18%.
- Used A/B testing to optimize email marketing campaigns for existing users, increasing open rates by 12% and click-through rates by 7%.
- Created efficient hierarchical SQL queries using recursive CTEs to analyze the relationship between different membership tiers and their usage patterns across locations.
- Partnered with executives in financial services and presented quarterly insights using SQL and Tableau, creating effective presentations that led to a 38% boost in strategic recommendation adoption.
- Directed daily Agile Scrum ceremonies with cross-functional teams implementing targeted process improvements that resulted in on-time completion of space optimization project.

PROJECTS

Capstone Project Lead, Business Analytics Dashboard

May 2024 - August 2024

HeronAI (MIT based AI startup), Boston, MA

- Spearheaded a 4-person team in developing QuickBooks business dashboards, managing API mapping, financial calculations, data pipelines, and interactive visualizations.
- Enhanced data transformation processes by utilizing Power Query to streamline data preparation for Power BI dashboards, saving several hours each week in processing and reporting.
- Conducted A/B tests and statistical analysis comparing HeronAI products against control groups, using Python libraries for visualization and performance evaluation.
- Customized and fine-tuned large language models (LLMs) using PyTorch and Hugging Face transformers for text classification and sentiment analysis tasks, improving accuracy by 15% over baseline models.
- Researched and tested agentic AI models using reinforcement learning techniques to optimize decision-making processes in simulated business environments.

Revenue and Seat Optimization Project for the Airline Industry

January 2024 - April 2024

Boston University, Questrom School of Business, Boston, MA

- Managed a team in analyzing pricing strategies for a simulated airline with Deep-learning models (RNN) using Pytorch, achieving a 95% accuracy in predicting optimal pricing.
- Engineered advanced Excel models and Python using gurobi to simulate supply and demand scenarios, improving capacity allocation by 12% and presented a Power BI Dashboard to a team of stakeholders.