

DYLAN J KAKKANAD

Business Analyst

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SUMMARY

Data-driven **Technical Business Analyst** with 3+ years of experience across nonprofit, manufacturing, and tech sectors. Skilled at turning business challenges into actionable insights using **Power BI, Tableau, Looker, and Google Data Studio**, powered by **SQL, Alteryx, Power Query**, and cloud tools (AWS, Azure, GCP). Strong in **RFM and behavioral segmentation**, data modeling, and A/B testing. Delivered measurable impact—cutting manual efforts by **40%**, improving conversions by **12%**, and uncovering **₹30+ lakhs** in savings. Proficient in Agile/Scrum environments and clear technical documentation.

TECHNICAL SKILLS

Business Analysis: Requirement Gathering, GAP Analysis, ROI Assessment, SWOT, BRD, FRD, SRS
Customer & User Insights: RFM Segmentation, Behavioral Analysis, Cohort Analysis, Journey Mapping
Data Visualization: Tableau, Power BI (DAX), Interactive Dashboards, Reporting Automation
Programming Languages: Python, SQL (ETL, Advanced Querying), Basic Shell Scripting
Data Analytics: Python (Pandas, NumPy), SQL (Data Pipelines, Cleansing), Excel (Pivot Tables, Macros)
Data Modeling: Star Schema, Snowflake Schema, Entity-Relationship Diagrams (ERDs)
ETL & Data Integration: Alteryx, Power Query, SSIS, ADF (Azure Data Factory), SQL (ETL pipelines)
Business Intelligence: KPI Tracking, Executive Reporting, UAT Testing, Process Optimization
Cloud Platforms: Azure (Data Factory), AWS (S3, Redshift), GCP (BigQuery), Cloud Data Migration
Project Management: JIRA, Confluence, Airflow, Lucidchart
Advanced Analytics: Predictive Modeling, A/B Testing, Statistical Analysis, Anomaly Detection, Trend Forecasting
Documentation & Compliance: SOPs, SSRS, Requirement Traceability, Confluence, Git
Methodologies: Agile, Scrum, Waterfall

EDUCATION

Boston University, Questrom School of Business, Boston, MA, US
Master of Science in Business Analytics

Aug 2023 - Aug 2024

NMIMS School of Economics, INDIA
B.S. in Economics, Specialization in Finance

Jun 2019 - May 2022

WORK EXPERIENCE

The Denovan's Venom. | IL | Technical Business Analyst

Oct 2024 - Current

- Streamlined ETL workflows in **Azure Data Factory**, accelerating daily data refresh cycles and improving dashboard responsiveness by **30%**, resulting in smoother user experience for analytics teams.
- Led **RFM segmentation and behavioral cohort analysis** on donor data, uncovering patterns that enabled personalized outreach strategies and drove a **measurable increase in donor retention and average gift size**.
- Automated complex **data transformation pipelines** using **Power BI, Power Query**, and advanced Excel scripting, cutting data preparation time by **40%** and minimizing manual errors.
- Created multi-source dashboards in **Looker and Google Data Studio**, integrating marketing and fundraising KPIs to support **real-time decision-making** and reduce ad-hoc reporting requests by **30%**.
- Facilitated **requirement gathering workshops** with stakeholders across marketing, ops, and finance to define KPIs and produce **BRDs/FRDs**, ensuring successful delivery of 5+ analytics projects using **Agile** methodology.
- Engineered **campaign cost-benefit models** with Finance using Excel and SQL, enabling clear assessment of ROI, and influencing strategic shifts that led to an **18% increase in overall donations**.
- Automated project workflows in **JIRA**, boosting team visibility, tracking velocity, and enhancing coordination between marketing, data, and operations teams.
- Led **UAT testing and defect triage** for donor analytics pipelines, resolving over **20 issues** before production release, ensuring clean data outputs and trustworthy reporting.
- Conducted **user behavior analysis** on donation funnel drop-offs using **Python (pandas)** and visualization tools, identifying pain points and improving onboarding efficiency by **saving 10+ hours/week** across service operations.
- Maintained detailed **technical documentation in Confluence**, including SOPs and requirement traceability matrices, which reduced onboarding time by **2 business days** and improved handoffs between teams.

Adani | India | Business Intelligence Analyst / Data Analyst

Apr 2022 – Jul 2023

- Designed and automated **data pipelines** using **Alteryx and SQL**, streamlining data ingestion and transformation processes, which improved report accuracy and **reduced weekly ETL time by over 16 hours**.
- Partnered with **business stakeholders** across procurement, finance, and IT to draft detailed **BRDs and FRDs** for 3 enterprise-level BI initiatives, ensuring alignment between business strategy and technical execution.
- Conducted extensive **UAT and functional testing** for Power BI dashboards, identifying and resolving **22+ data validation issues**, leading to smoother rollouts and improved data reliability.
- Built dynamic, **executive-level Power BI dashboards** using **DAX and Power Query** to deliver real-time insights into procurement KPIs, enabling more agile and informed decision-making.
- Analyzed **5M+ procurement and logistics records in Snowflake and Databricks**, uncovering vendor inefficiencies and **saving ₹18 lakhs** through strategic sourcing recommendations.
- Created scalable **ERDs and data flow diagrams in Lucidchart** to document database schemas, supporting both technical design and cross-functional

- communication.
- Engineered robust data models using **Star and Snowflake schemas**, improving performance of reports and simplifying analytics across multiple source systems like **SAP and Salesforce**.
 - **Queried large datasets in Amazon Redshift** for procurement spend and vendor scorecard analysis, enabling faster, data-backed decision-making and reducing BI report latency.
 - Delivered BI projects using a **hybrid Agile-Waterfall methodology**, facilitating continuous feedback while meeting strict timeline and compliance requirements.
 - Performed **SWOT and root cause analysis** on SAP workflow data using **Fishbone diagrams**, which led to refined supply chain processes and **faster logistics resolution**.
 - Integrated data from **SAP, Salesforce, and Excel** via **Alteryx and SSIS**, unifying procurement metrics and improving visibility across **4 key business units**.
 - Presented **monthly cost center reports** with actionable insights, supporting budget reallocation decisions that **saved ₹12 lakhs per quarter** in operational overhead.
 - Developed paginated reports using **SSRS** for procurement and cost center reviews, reducing manual reporting effort by 10+ hours per week and improving report accessibility across business units.

AirBnb | India | Business Analyst Intern

Oct 2021 – Mar 2022

- Constructed interactive, real-time dashboards in **Tableau** and **Power BI** to monitor key guest satisfaction KPIs, improving visibility for cross-functional teams and reducing manual reporting time by **12 hours per week**.
- Performed detailed **funnel and behavioral path analysis** using SQL and booking logs to identify drop-off points in the user journey, resulting in a **1.3-second reduction** in average booking completion time.
- Developed **Excel-based financial models** using macros, pivot tables, and conditional logic to analyze booking trends and seasonality, driving a targeted pricing strategy that **boosted revenue by \$40K in 3 weeks**.
- Facilitated multiple stakeholder workshops to capture **user stories, BRDs, and data requirements**, improving documentation clarity and reducing change requests by **over 25%** during sprints.
- Built unsupervised **clustering models in Python** (scikit-learn) to segment high-performing listings based on geographic and engagement metrics, enabling **localized marketing campaigns** across 5 major cities.
- Spearheaded **A/B testing** of UI prototypes alongside Product and UX teams, applying statistical evaluation to support rollout decisions that led to a **12% improvement in booking conversion rates**.
- Automated data archival and reporting workflows using **AWS S3** and **Alteryx**, increasing data availability and reducing weekly manual processing efforts by **8 hours**.
- Partnered with data engineers to build end-to-end reporting pipelines in **Apache Airflow**, improving dashboard refresh rates and reducing latency in data-driven decision-making.
- Created detailed **Lucidchart diagrams** to document legacy revenue tracking processes, enabling faster onboarding for new analysts and streamlining internal business reviews.

PROJECTS

HERONAI (MIT-BASED AI STARTUP) — Boston, MA

May 2024 – Aug 2024

Capstone Project Lead, Business Analytics Dashboard

- Built automated Power BI dashboards using **QuickBooks and REST APIs** with Power Query and Python, streamlining financial reporting for early-stage clients.
- Conducted A/B testing on UI modules and applied statistical evaluation using Python to inform product improvements.
- Integrated reinforcement learning into agentic AI models, enhancing decision automation and improving product-market fit.

BOSTON UNIVERSITY, QUESTROM SCHOOL OF BUSINESS — Boston, MA

Jan 2024 – Apr 2024

Revenue and Seat Optimization Project for the Airline Industry

- Modeled dynamic airline pricing with RNN (PyTorch), achieving 95% forecast accuracy for high-demand routes.
- Simulated demand and optimized seat allocation using Gurobi in Python, improving allocation efficiency by 12%.

SPOTIFY — Hit Song Prediction Project

Mar 2024 – May 2024

Team Lead, Predictive Modeling

- Built predictive models for hit songs using 90K+ tracks, delivering 64% balanced accuracy and business-ready insights.
- Handled full data pipeline including imputation, outlier handling, and ML evaluation across audio features and listener engagement.
- Presented findings to stakeholders with actionable insights on tempo, energy, and danceability contributing to hit probability.

YELP REVIEW ANALYSIS — PySpark NLP Project

Jan 2024 – Mar 2024

Data Engineer & Analyst

- Engineered PySpark pipelines to process 10GB+ of review data; applied NLP (K-means + Word2Vec) for sentiment clustering.
- Visualized trends using Tableau and PCA-reduced insights, guiding business strategies for restaurant chains.

TRAFFIC SIGN RECOGNITION — Computer Vision Project

Jan 2024 – Mar 2024

Data Engineer & Analyst – Image Classification

- Developed a CNN-based image classifier on the GTSRB dataset (50K+ images, 43 classes), achieving **97% validation accuracy** using batch normalization, dropout, and data augmentation to improve generalization.
- Explored deep learning architectures and activation functions (ReLU, tanh); optimized model performance through confusion matrix and F1-score evaluations.
- Applied **transfer learning with MobileNetV2** to create a lightweight model for **wearable tech aiding visually impaired users**, enhancing real-world accessibility and performance.

CERTIFICATIONS

- **Alteryx designer core certification**
- **Google Analytics certification**