

# SHIVAKUMAR PATIL

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## PROFESSIONAL SUMMARY

- 6+ years of experience in Data Science, Analytics, and Consulting across fintech, SaaS, and tech industries (PayPal, LinkedIn, Ola, ZS).
- Proficient in SQL, Python, R, Machine Learning, Statistical Modeling, and Data Visualization (Tableau, Power BI).
- Expertise in predictive modeling, segmentation, lead scoring, churn analysis, and time-series forecasting combined with hands-on experience in ETL pipelines, data engineering workflows, Apache Airflow, BigQuery, and cloud platforms (Azure, AWS).
- Holds a Master's in Data Analytics with a strong foundation in driving data-led strategies and cross-functional collaborations.

## SKILLS

- **Programming & Data Tools:** Python, R, Advanced SQL (HackerRank Certified), Git, Excel (Advanced)
- **Data Visualization & BI:** Tableau, Power BI (PL-300 Certified), DAX, Power Query, Row-Level Security)
- **Machine Learning & Analytics:** Supervised/Unsupervised Learning, Predictive Modeling, Time-Series Forecasting, Neural Networks.
- **Data Engineering & Pipelines:** ETL, Data Modeling, Airflow, Spark, Hadoop, Hive, SQL/NoSQL Databases

## WORK EXPERIENCE

- Data Analyst**  
PayPal

Nov 2024 – Present  
Dublin, Ireland

  - **Data-Driven Lead Generation:** Generated 5,000+ high-quality leads weekly by building advanced data models and lead scoring logic using SQL, BigQuery, and Python. Leveraged external data providers (Mastercard, Similarweb, BuiltWith) and automated lead qualification for 500K+ merchants—boosting MQLs by 15% and meeting 100% of SMB sales goals.
  - **Dashboarding & Reporting:** Designed Tableau dashboards used by Sales, Marketing, and Partner teams across EMEA to visualize lead pipeline, campaign impact, and funnel KPIs—enabling scalable, self-serve analytics.
  - **Marketing Operations Automation:** Automated 70% of manual workflows using Python scripts and REST APIs, significantly improving data processing speed, accuracy, and campaign scalability.
- Sales Operations Analyst (APAC Analytics Lead)**  
LinkedIn

Dec 2020 – Nov 2022  
Bangalore, India

  - **Quota Setting and Forecasting:** Designed a hybrid quota model combining growth-based bucketing with time-series forecasting, enhancing quota accuracy by 20%.
  - **Automated Analytics & Reporting Solutions:** Built automated reporting systems and dashboards for 50+ sales reps and leaders using Salesforce, Tableau, and spreadsheets. Delivered analytics solutions including customer segmentation, lead scoring, sales forecasting, and churn analysis—contributing to up to 10% revenue growth per quarter.
  - **ETL, Data Pipelines & Standardized SQL:** Created master revenue data sources by integrating data from CRM, HR, Anaplan, and product tools. Developed a standardized library of 30+ SQL queries, automating GTM operations and ensuring data accuracy across reporting.
  - **FTE Transition:** Converted from a contingent role to full-time at LinkedIn in September 2021 with expanded responsibilities.
- Financial Analyst**  
Ola

Oct 2019 – May 2020  
Bangalore, India

  - **Unstructured Data Statistical Analysis:** Leveraged NLP to analyze maintenance costs for 35,000+ vehicles, identifying key part and labour items from incident data, resulting in an INR 2 Crore ( USD 270,000) monthly expense reduction.
  - **Inventory and Capacity Management:** Optimized inventory for vehicle repair and maintenance parts, achieving a 12% reduction in backorders and ensuring parts availability while reducing excess stock.
  - **Data Pipeline & Forecasting:** Created data pipelines and automated ETL processes using Apache Airflow to consolidate millions of ride data points. Improved the accuracy of demand and revenue forecasts by 20%, leading to enhanced operational efficiency.
- Business Operations Associate (Strategy & Data Analyst)**  
ZS Associates (Management Consulting)

Apr 2018 – Oct 2019  
Pune, India

  - **Predictive Modeling:** Optimized sales targets and resource allocation for 200+ reps using time-series forecasting and optimization techniques, improving quota accuracy and resource efficiency across 5 EMEA markets.
  - **Churn Analysis:** Applied machine learning (xgboost) for churn classification into 3 categories, enhancing retention.
  - **QBRs & Analytics:** Delivered KPI insights to senior leadership, supporting data-driven decision-making during QBRs.
- Programmer Analyst Trainee (Business Intelligence)**  
Cognizant

Sep 2016 – Jun 2017  
Chennai, India

  - **Data Analysis and Visualization:** Analyzed call center metrics using Tableau, leading to improved support operations by optimizing key metrics like call volume and ticket resolution times.
  - **Predictive Modeling for Roster Planning:** Developed a machine learning model to predict call load, optimizing roster planning and reducing operational costs while maintaining high service quality.

## EDUCATION

- Master of Science in Data Analytics**  
National College of Ireland

2023 – 2024  
Dublin, Ireland
- Bachelor of Engineering**  
M.S. Ramaiah Institute of Technology

2012 – 2016  
Bangalore, India