

## SMEET KUMAR PATEL

Berlin, Germany | EU Blue Card Holder

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**13 + Years of Experience in DATA & AI Leadership**

**SONOVA GROUP : Senior Data Consultant** | Berlin, Germany | Apr 2023 - Present

- Led global BI transformation across 11 countries, driving **2.1% QoQ sales growth** via **Power BI & SAP Analytics Cloud**.
- Designed and implemented **C-suite KPI & OKR** reporting framework, aligning corporate vision with operational execution across store-level employees, driving data-informed strategy.
- Managed 14-member Kaizen team across 6 countries, increasing productivity **by 15% YoY**.
- Automated enterprise-wide data processes, **reducing reporting time by 35%** and enhancing decision-making speed.
- Deployed AI-driven workforce optimization models, cutting costs by 15% & boosting efficiency.

**FELMO GMBH : Customer Growth & Retention Lead** | Berlin, Germany | Apr 2022 - Mar 2023

- Optimized customer segmentation strategy using **RFM analysis**, driving a **13% revenue boost**.
- Optimized mobile veterinarian operations using **Geopandas & ArcGIS**.
- Built an A/B testing infrastructure, optimizing marketing performance by 9%

**JP MORGAN & CHASE : Data Science Associate** | Mumbai, India | Jun 2019 - Mar 2022

- Increased **Wealth Management acquisitions by 8% MoM** via **customer segmentation**.
- Reduced drop-off rates **by 7%** using **multi-armed bandit models**.
- Enabled branch efficiency by **implementing self-service analytics**, reducing service time by 23% and enhancing customer experience.

## PREVIOUS ROLES

- **Data Analytics Lead** | Accenture Ltd | 2017-2019 – Led reinsurance analytics, implemented pipelines and calculations to reduce Tableau dashboards load across the company **by 30%**.
- **Senior Data Analyst** | Mastek Ltd | 2015-2017 – Managed ETL & analytics for Capita UK.
- **Data Analyst** | TCS Ltd | 2011-2015 – Automated procurement reporting using SQL Server.

## TECHNICAL EXPERTISE

- **BI & Data Engineering:** Power BI, Tableau, Databricks, DBT, Fivetran, Alteryx
- **Programming & Data Science:** Python, SQL, ML Models, Predictive Analytics
- **Marketing & CRM:** Google Analytics 4, Adobe Analytics, Braze CRM, ROAS, CLTV
- **Cloud & Compliance:** Azure, GDPR, HIPAA
- **Methodologies:** Kaizen, Lean Six Sigma, Agile, Change Management

**EDUCATION :** B.Tech - Mechanical Engineering 7.6 CGPA

**LANGUAGES :** English (Fluent), Hindi (Fluent), German (Basic)