

# SMEET KUMAR PATEL

Berlin, Germany | EU Blue Card Holder | US B1 Visa Holder

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## 14+ YEARS OF EXPERIENCE IN DATA & AI LEADERSHIP

### SONOVA GROUP

Apr 2023 - Present

**Data Analytics Manager & AI Solutions Architect | Berlin, Germany**

- Led global BI transformation across **11 countries**, driving **2.1% QoQ sales growth** via **Power BI & SAP Analytics Cloud**
- Pioneered **Gen AI adoption** across the organization, creating **chatbots for Finance, HR, Sales, Infrastructure, and Marketing** with enterprise governance frameworks, reducing **development cycles by 70%**
- Architected in-house data analytics solution on **Databricks**, unifying **SAP, HR, CRM, and 15+ data sources** into a single source of truth for enterprise reporting
- Achieved **53% daily active user engagement within 3 weeks** through **gamification** and at-a-glance insights, surpassing adoption of SAP Analytics Cloud and Power BI
- Designed and implemented **C-suite KPI & OKR reporting framework**, aligning corporate vision with operational execution across store-level employees, driving data-informed strategy
- Established **modular Python-based data modeling standards** and **automated quality frameworks**, increasing data reliability and production efficiency by **30%**
- Delivered **quarterly strategic presentations to CEO of Retail**, analyzing funnel health across global stores, customer journey metrics, and **BCG matrix insights** to drive executive decision-making
- Developed **forecasting models for capacity planning and A&P spend optimization**, ensuring accurate resource utilization to meet quarterly targets
- Managed **14-member team with 4 direct reports** across 6 countries, increasing productivity by **4.5% YoY** through **Kaizen methodology** and performance-driven leadership
- Deployed **AI-driven workforce optimization models** using **causal inference and difference-in-differences methodologies**, cutting costs by **9%** & boosting efficiency

### FELMO GMBH

Apr 2022 - Mar 2023

**Customer Growth & Retention Lead | Berlin, Germany**

- 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

Jun 2019 - Mar 2022

### Data Science Associate | Mumbai, India

- 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

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- **Data Analytics Lead | Accenture Ltd | 2017-2019** – Led reinsurance analytics, implemented pipelines and calculations to reduce **Tableau dashboards load 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

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**BI & Data Engineering:** Power BI, Tableau, Databricks, DBT, Fivetran, Alteryx

**Programming & Data Science:** Python, SQL, ML Models, Predictive Analytics, Statistical Modeling

**Data Modeling & Forecasting:** Market Quantification, Capacity Planning, Causal Inference, Difference-in-Differences, Time Series Forecasting

**Marketing & CRM:** Google Analytics 4, Adobe Analytics, Braze CRM, **ROAS, CLTV**

**Cloud & Compliance:** Azure, API Development, GDPR, HIPAA

**Methodologies:** Kaizen, Lean Six Sigma, Agile, Change Management, **Data Quality Frameworks**

## EDUCATION

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**B.Tech - Mechanical Engineering** | 7.6 CGPA

## LANGUAGES

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English (Fluent), Hindi (Fluent), German (Basic)