Vipul Sureka

Senior Data Analyst

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PROFESSIONAL SUMMARY

Data Analyst with around 5 years experience delivering impactful dashboards, optimizing data pipelines, and enhancing reporting efficiency for top FMCG and banking clients. Proven track record in cost reduction, architecture redesign, and driving data-driven business decisions.

EDUCATION

B.Tech in (Mechanical Engineering), Manipal Institute of Technology (GPA: 8.32 CGPA(Top 5%))   2016 — 2020

PROFESSIONAL EXPERIENCE

Data Analyst, DELOITTE   Sep '20 — Present

- Led the migration of over **1.2M customer accounts** during a major bank merger, utilizing SAS to implement new business logic with **99.9% data accuracy**.
- Managed and maintained **5+ live analytical cockpits** for an FMCG client, serving **500+ active users nationwide**, ensuring 24/7 data freshness.
- Enhanced reporting pipelines by integrating Excel and SQL data sources, delivering real-time freshness status at Factory, DC, CD, and Retail Shelf levels.
- Designed proactive expiry alerts, reducing near-expiry product wastage by **25%**, ensuring **maximum on-shelf freshness**.
- Conducted root cause analysis (RCA) for high-impact incidents, resolving **95% of data discrepancies** end-to-end from Power BI to source databases.
- **Generated ~$1M annual revenue impact** by delivering high-quality analytical solutions to the firm's top revenue-generating FMCG client.
- Authored a Request for Proposal (RFP) for a manufacturing client and **led Power BI training** for **80–100 professionals per month**, improving analytics adoption.
- Identified and pitched enhancements for CSR reporting, resulting in Looker Studio integration accepted by a leading global tech giant.
- Redesigned legacy dashboards, leveraging Power BI Rest APIs, which reduced dataset refresh time from **3 hours to 25 minutes**, increasing **report usability by 40%.**
- Rearchitected data flow from ADF → Databricks → AAS → Webapps, cutting data extraction time from **40 minutes to 5 minutes**, optimizing infrastructure efficiency.
- Improved Indonesia project deliverables, standardizing UI/UX as per Zeplin wireframes and ensuring page load within **15 seconds**, **enhancing user experience.**
- Developed scalable data pipelines using Azure Data Factory and Databricks, boosting daily ETL performance by **34% for high-volume datasets.**
- Migrated legacy architecture from Synapse Analytics to Databricks, reducing infrastructure costs by **40%** and saving the client over **€300,000 annually**.
- Built and deployed 25+ dashboards using Power BI and Databricks, providing actionable insights on Primary & Secondary Sales and Market Performance for the client's top 3 global market.

ACADEMIC PROJECTS

Ecommerce Data Analysis

- Conducted RFM analysis on an eCommerce customer dataset, identifying key customer segments for targeted marketing and retention strategies.
- Leveraged SQL, Python, and Excel for data preprocessing, feature engineering, and behavioral segmentation based on Recency, Frequency, and Monetary (RFM) analysis.
- Developed customer profiles that enabled personalized promotions, leading to a 25% increase in conversion rates for high-frequency customers.
- Designed tailored re-engagement campaigns that improved retention rates by 10% among at-risk customers within three months.
- Identified opportunities to enhance Customer Lifetime Value (CLV), driving a 15% increase in overall customer spending within the first quarter post-implementation.
- Optimized marketing resource allocation, ensuring higher ROI through data-driven decision-making and strategic customer engagement.

SKILLS

Data Analysis Tools & Languages: SQL, Python, Power BI, Tableau, Excel, JIRA, GitHub, Jenkins, Statistics
Specialties: Azure Databricks, Business Intelligence, Azure Data Factory, Dashboard Development, Data Visualization, Customer Segmentation, Time Series Forecasting, KPI Automation, Reporting Pipelines, Exploratory Data Analysis (EDA), Revenue Analytics, Operational Efficiency Tracking, Cross-functional Collaboration, Stakeholder Reporting
Coursework: Data Analytics, Supervised & Unsupervised Learning, Time Series Analysis, Statistical Modeling, Data Mining, Predictive Analytics, Linear/Logistic Regression, Business Intelligence, Forecasting Techniques, Data Governance