

VEDANT KULKARNI

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SUMMARY

MSc in Business Analytics with expertise across the end-to-end data lifecycle, business analysis, and marketing intelligence. Proficient in Python, SQL, Power BI, and machine learning to extract, model, and visualize data. Experienced in requirements gathering, process automation, KPI frameworks, customer segmentation, and AI performance analysis, with a proven ability to build dashboards and predictive models that optimize ROI, enhance decision-making, and drive business growth.

SKILLS

- Business Analysis: BRD, FSD, Wireframing, Prototyping, Requirements Gathering, Process Automation, ERP, MS Visio, JIRA.
- Data Analytics & Modeling: Statistical Analysis, Predictive Modeling, Machine Learning (Regression, Classification), Data Mining.
- Customer & Marketing Intelligence: CRM (Salesforce, Microsoft Dynamics), SEO/SEM, Google Analytics, Power BI, QlikView.
- Programming Languages: Python, SQL, C.
- Soft Skills: Critical Thinking, Stakeholder Communication, Cross-Functional Collaboration, Problem-Solving, Adaptability.

EXPERIENCE

Data Analyst (contract):

12/2024 – 6/2025

Vani Research Labs, Remote

- Analyzed AI agent performance logs and core KPIs (e.g., transcription accuracy, sentiment analysis precision) to identify and diagnose patterns in model errors, providing data-driven recommendations that guided algorithm refinement.
- Conducted competitive intelligence and market research on voice AI applications across diverse industries (including BFSI and healthcare) to identify feature gaps and benchmark product performance against top competitors.
- Authored a detailed enhancement proposal by synthesizing market research and performance data, outlining actionable strategies to improve the AI agent's capabilities and align the product roadmap with emerging industry trends.

Data Analyst (contract):

10/2024 – 12/2025

Vishwa Vision Marketing, Mumbai

- Conducted comprehensive market and competitor analysis to identify high-potential B2B sectors (hospitality, aviation), leading to a refocused marketing strategy that increased qualified inbound leads by over 25%.
- Developed data-driven customer segmentation models by analyzing past sales data and client specifications, creating detailed B2B personas that guided the launch of targeted marketing campaigns and boosted client engagement rates.
- Designed and implemented a KPI framework to track the sales funnel and marketing ROI, creating standardized reports in Excel that enabled leadership to make informed decisions on budget allocation and channel strategy.

Customer Operations Analyst :

05/2023 – 9/2024

British Telecom, Exeter, United Kingdom

- Analyzed customer query data using Excel to identify trends, patterns, and root causes of common issues, contributing to a 15% reduction in repeat inquiries.
- Translated qualitative customer feedback into quantitative data, performing analysis to inform product and enhancement strategies.
- Collaborated with cross-functional teams by providing data-driven reports that highlighted recurring technical issues, leading to more efficient process improvements and bug fixes.

Data Analyst

Knowlettwoods LLP, Noida, India

08/2020 - 12/2021

- Collaborated closely with sales team and product teams to translate complex business requirements into analytics solutions.
- Leveraged Google Analytics to analyze website traffic and user behavior, contributing to a 15% increase in conversion rates.
- Cleaned and transformed large datasets using Python and SQL, ensuring high data quality and reliability for accurate analysis.
- Utilized SQL for data extraction and built Power BI dashboards to visualize KPIs, campaign ROI, CAC, and conversion funnel metrics.

Digital Market Analyst

Intermarket Private Limited, Mumbai, India

07/2019 - 01/2020

- Evaluated, sales, revenue, and digital campaign performance using Excel and Power BI to identify trends and optimize spending.-
- Contributed to a **15% increase** in sales and **20% boost** in repeat purchases through data-driven marketing insights.
- Supported customer segmentation & persona development to enable targeted messaging, increasing campaign relevance & engagement.
- Collaborated with cross-functional teams to translate customer data into actionable insights driving business growth & strategy.

Project Engineer Intern

Bharat Sanchar Nigam Limited, Mumbai, India

08/2018 - 03/2019

- Executed network performance analysis to optimize bandwidth efficiency and ensure seamless user connectivity
- Analyzed network configurations and performance logs to deliver actionable system improvements
- Performed site surveys and assisted in troubleshooting network failures, improving system uptime and reducing connectivity issues

PROJECTS

Hospital Patient Admission & Billing Process Optimization

- Conducted AS-IS/TO-BE process mapping using Lucid chart to streamline patient onboarding, insurance claim validation, and billing.
- Created BRD and FSD outlining functional scope, EMR integration, and billing workflow automation for reduced claim errors.
- Applied Fishbone Diagram and 5 Whys to identify root causes of claim rejections and proposed checkpoints to automate resolutions.
- Developed a Power BI dashboard with KPIs: average wait time, admission cycle time, billing turnaround, and claim approval rate.

End-to-End Vehicle Service Automation

- Conducted Value Stream Mapping to eliminate bottlenecks in booking, servicing, and billing, reducing non-value-adding steps by 30%.
- Created personas & customer journey maps to analyze user pain points, driving enhancements in technician dispatch & feedback flow.
- Logged user stories and epics in JIRA during Agile simulation, supporting iterative development of scheduling and notification modules.
- Designed a data dictionary and ER diagram to clarify data structures and assist cross-functional teams during requirements handoff.

E-commerce Conversion Prediction and Pricing Strategy Analysis

- Utilized Python (pandas, NumPy) for statistical analysis, achieving 90% F1-score with logistic regression for accurate insights.
- Optimized pricing strategy, evaluating impact on sales, profitability, revenue, and ROI for data-driven decision-making.
- Employed clustering algorithms for customer segmentation, enabling targeted strategies based on shared characteristics and behaviors.

Automated Invoice Processing & Data Quality Control

- Automated over 500 monthly invoices using Python, Reducing manual effort and errors by 40% through validation techniques.
- Built SQL-based discrepancy detection workflows to enhance data accuracy and consistency in financial reporting.
- Streamlined invoice-to-payment reconciliation, accelerating processing times and improving operational efficiency.
- Developed an automated email alert system to flag inconsistencies, ensuring faster issue resolution and reduced reporting delays.

Fraud Detection in Financial Transactions

- Built fraud detection models using Random Forest & Logistic Regression, improving detection rate by 25% on baseline model
- Applied preprocessing techniques including outlier removal, normalization, and SMOTE to improve model performance
- Evaluated models using precision, recall, F1-score, and AUC to ensure high accuracy and minimal false positives

EDUCATION

MSc Business Analytics, University of Exeter, United Kingdom

01/2022 - 04/2023

- Relevant Coursework: Statistics & Programming, Data Visualization, Business Intelligence, Machine Learning, Database Management.
- Ranked top 5% in Statistics & Probability, Demonstrating strong analytical and Quantitative skills.
- Gained project management experience via Smartphone Case Production using Digital Twin in Tecnomatix at Cyber-Physical Lab.

Bachelor of Engineering, Mumbai University, India

06/2015 - 08/2019

- Relevant Coursework: Object-Oriented Programming, Cloud Computing, Digital & Business Communications, Embedded Systems.
- Published and presented a project on an IoT-Based Televoting System at the International Conference on Advanced System Technologies.

CERTIFICATIONS & COURSES

ECBA Certification, International Institute of Business Analyst (IIBA) - Ref: 36289469

08 /2021

- Requirement management, Design & analysis, Business analysis planning & design & analysis, elicitation, and stakeholder collaboration.

Agile Business Analyst and scrum Prodegree, Imarticus Learning

01/2020 - 07/2020

- Automated business processes using Camunda and integrated Microsoft Dynamics ERP, improving process efficiency.
- Designed end-to-end process flows using Aris and Lucid chart, supporting agile delivery and data-driven operations.

Python Programming, IT vedant Education Pvt. Ltd - Ref: ITV614b15dd4d41

03/2021 - 09/2021

- Algorithms, Looping Controls, Function & Modules, Variables, Operators & Datatypes, SDLC & Agile Methodology.

Advanced Google Analytics, Google Analytics Academy

- Completed courses: Google Analytics for Power Users, Getting Started with Google Analytics 360, Advanced Google analytics.