VEDANT KULKARNI

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https://vk7-coder.github.io/VedantPortfolio/

SUMMARY

Data-Driven 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)
Vani Research Labs, Remote   11/2024 – 7/2025
- 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.
- Benchmarked voice AI applications across BFSI and healthcare, identifying feature gaps and boosting competitive performance.
- Authored a data-driven enhancement proposal that improved AI agent capabilities and aligned the product roadmap with market trends.
- Conducted market and competitor analysis in B2B sectors , driving a 25% increase in qualified inbound leads.

Customer Operations Analyst
British Telecom, Exeter, United Kingdom   05/2023 – 9/2024
- Analyzed customer query data to identify trends, patterns & root causes of common issues, **leading to 15% reduction** in repeat inquiries.
- Translated qualitative customer feedback into quantitative data, performing analysis to inform product and enhancement strategies.
- Collaborated with teams to deliver reports highlighting technical issues, driving 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.

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.

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 500+ monthly invoices using Python, reducing manual effort & errors through data validation & reconciliation workflows.
- Implemented SQL-based discrepancy detection & automated email alerts to enhance data accuracy & ensure timely issue resolution.
- Streamlined invoice-to-payment processing, improving financial reporting consistency and overall operational efficiency.

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.

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 workflows by integrating Camunda with Microsoft Dynamics ERP and designing flows in Aris and Lucidchart.

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.