

CHETAN KULKARNI

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EXECUTIVE SUMMARY

Results-driven Lead Data Analyst with 5+ years of expertise in experimentation, causal inference, and growth analytics. Proven track record of leading 25+ A/B experiments with measurable business impact, including 3-5% conversion improvements and 19K account growth. Skilled in building experimentation frameworks, statistical modeling, and data-driven decision systems. Passionate about leveraging data science to drive product growth at fast-paced, innovative startups.

PROFESSIONAL EXPERIENCE

Vanguard Group, Inc, Dallas, TX, USA

Sep 2023 - Present

Lead Data Analyst

- Spearheaded experimentation program running 20+ A/B tests with rigorous pre/post analysis, achieving 25% success rate and driving 3-5% decrease in call rate and 2-3% lift in Journey Completes.
- Led Cash growth initiative through 5 strategic experiments across cross-functional teams, directly resulting in 19K new accounts (0.5% portfolio growth) within a single month.
- Architected advanced KPI frameworks and experimentation infrastructure enabling real-time performance monitoring and data-driven product decisions.
- Built interactive Tableau dashboards delivering actionable insights to executives, utilizing statistical analysis to identify growth opportunities and optimization levers.

Deloitte Consulting, San Diego, CA, USA

Jul 2021 - Sep 2023

Senior Consultant

- Designed staged rollout strategy using non-inferiority testing with 5% traffic exposure, scaling to 20% intervals with data-driven validation at each phase, ensuring zero negative impact.
- Conducted causal inference analysis including A/B experiments and quasi-experimental methods to measure UI/UX design impact on user behavior and conversion metrics.
- Engineered automated ETL pipelines using Apache Airflow for client's financial data workflows, reducing manual processing time by 60%.

Genentech, Inc, South San Francisco, CA, USA

Jan 2020 - Jul 2021

Informatics Data Analyst (Intern to Full-Time)

- Developed ML-powered quality control tool using Local Binary Pattern (LBP) for image artifact detection, reducing computational overhead while maintaining diagnostic accuracy.
- Executed tiling experiments at 10x, 20x, 40x magnifications on multi-CPU environment, identifying digitization artifacts across 1000+ pathology slides.
- Built end-to-end deployment pipeline utilizing Multi-GPU infrastructure and Apache Airflow, with interactive Tableau heat map visualizations for pathologist review.

EDUCATION

Master of Science in Data Analytics | Northeastern University, Boston, MA, USA

Bachelor of Engineering in Information Science and Engineering | VTU, Belgaum, KA, India

TECHNICAL PUBLICATIONS

Title: Image Quality Analysis for Artifact Detection in Pathology Slide Images (*Genentech, Inc*)

US Patent Application No. US2022/0318979 A1, Published March 2022 - Novel method for detecting imaging artifacts in digital pathology slides to enhance diagnostic accuracy.

TECHNICAL SKILLS

Programming: Python (Pandas, NumPy, SciPy, Scikit-learn), SQL, R

Visualization: Tableau, Looker, Power BI, Matplotlib, Plotly

Experimentation: A/B Testing, Causal Inference, Bayesian Analysis, Statistical Modeling

Data Pipeline: Apache Airflow, dbt, ETL/ELT, Data Modeling

Cloud & Tools: Snowflake, AWS, Git, Adobe Analytics, Adobe Target, Amplitude

ML Techniques: Regression, Clustering, Classification, Deep Learning, NLP, Text Analysis