

# CHETAN KULKARNI

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## PROFESSIONAL SUMMARY

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Lead Data Analyst with 6+ years of experience driving forecasting, analytics architecture, and data-driven decision-making in financial services and fintech. Expert in building scalable analytics solutions, KPI frameworks, and measurement strategies that shape business outcomes. Proven track record of leading 25+ A/B experiments with measurable revenue and engagement impact. Adept at building forecasting infrastructure, designing semantic models, and partnering with cross-functional teams including Finance, Product, Marketing, and Engineering. Proficient in SQL, Python, R, Looker, and Tableau with deep expertise in statistical modeling, causal inference, and executive-level communication of insights and uncertainty.

## PROFESSIONAL EXPERIENCE

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### Vanguard Group, Inc

Sep 2023 - Present

*Lead Data Analyst | Dallas, TX*

- Architected and owned the experimentation framework, designing and executing 20+ A/B tests and pre-post analyses with a 25% success rate, driving a 3-5% reduction in call rate and 2-3% increase in Journey Completes across digital channels.
- Built forecasting models and measurement strategies for key financial KPIs and unit economics, enabling predictable member funnel growth and data-driven investment decisions across product and marketing initiatives.
- Spearheaded the Cash growth initiative by designing 5 targeted experiments and coordinating with cross-functional teams (Product, Marketing, Finance, Operations), resulting in 19,000 new cash accounts in a single month (0.5% of total accounts).
- Designed scalable KPI frameworks and interactive dashboards in Looker and Tableau, delivering actionable performance monitoring and proactive insights to executives and senior stakeholders.
- Served as analytics advisor to leadership, translating complex statistical findings and communicating uncertainty to facilitate strategic business decisions and resource allocation.

### Deloitte Consulting

Jul 2021 - Sep 2023

*Senior Consultant | San Diego, CA*

- Led end-to-end analytics for a large-scale website modernization initiative, architecting a staged rollout strategy with non-inferiority testing from 5% to 100% traffic exposure, ensuring data-driven validation at each deployment phase.
- Designed and executed statistical analyses including A/B experiments, causal inference methods, and regression modeling to measure UI/UX impact on web performance, conversion rates, and user behavior metrics.
- Built and automated scalable ETL data pipelines using SQL and Apache Airflow, enabling reproducible financial data workflows and reducing manual reporting effort by 60%.
- Partnered with cross-functional stakeholders across Engineering, Product, and Business teams to drive analytics-informed decision-making, measurement alignment, and OKR development.

### Genentech, Inc

Jan 2020 - Jul 2021

*Informatics Data Analyst | South San Francisco, CA*

- Developed an automated Quality Control tool using Python and Local Binary Pattern (LBP) image processing, reducing computational overhead for artifact detection in digital pathology slides.
- Architected scalable data processing pipelines across multi-CPU/GPU environments, executing tiling experiments at 10x, 20x, and 40x magnifications for whole-slide image analysis.
- Built interactive Tableau dashboards with statistical metrics (contrast, entropy) and blur heat maps, enabling pathologists to make data-driven quality assessments.
- Designed the deployment pipeline using Apache Airflow for end-to-end task orchestration, ensuring reproducible and automated analysis workflows.

## TECHNICAL SKILLS

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**Languages:** SQL (Expert), Python (Expert), R

**Visualization & BI:** Looker, Tableau, Data Studio

**Analytics & Modeling:** A/B Testing, Statistical Modeling, Forecasting, Causal Inference, Regression, Clustering, Machine Learning, Deep Learning, EDA, Text Analysis

**Data Engineering:** Apache Airflow, dbt, ETL Pipeline Design, Data Pipeline Architecture, Semantic Models

**Frameworks & Strategy:** KPI Frameworks, Measurement Strategy, Analytics Architecture, OKR Development

**Tools & Platforms:** Adobe Analytics, Adobe Target, Git, Jupyter, BigQuery

## EDUCATION

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### **Master of Science in Data Analytics**

Northeastern University, Boston, MA

### **Bachelor of Engineering in Information Science and Engineering**

Visvesvaraya Technological University (VTU), Belgaum, India

## PATENT

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### **Image Quality Analysis for Artifact Detection in Pathology Slide Images**

US Patent Application No. US2022/0318979 A1 | Published March 2022 | Genentech, Inc

Developed a patented method for detecting imaging artifacts in digital pathology slides, applying automated image processing techniques to identify and flag quality issues in whole-slide images used for clinical diagnosis.