

Damini Prashant Vichare

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SKILLS

Data Analytics: ETL Pipelines Development, Data Modeling, Data Warehousing, Data Wrangling, Data Visualization

Tools/Technologies: Python, SQL, Excel, Tableau, Quicksight, GCP(BigQuery), AWS (EC2, S3, Redshift, DynamoDB), Salesforce, Databricks, Snowflake, Oracle, Machine Learning, Artificial Intelligence

Statistical Techniques: A/B Testing, Hypothesis Testing, Regression Analysis, Time Series Forecasting

WORK EXPERIENCE

Data Analyst, Meta via Keywords Studios, San Jose, CA

Present

- Collaborated with a global network of internal clients at Meta and stakeholders to handle model performance issues through advanced data mining techniques using Python and SQL.
- Partnered with ML engineers to evaluate model performance through statistical analysis and data modeling of key features and edge behaviors.
- Led the development of internal tools to streamline data lifecycle management and improve annotation workflows, ensuring high-quality labeled datasets.

Senior Data Analyst, Accenture

Oct 2018 - Jan 2023

- Designed product pipelines and collaborated with stakeholders to align agile development with data strategies.
- Enhanced ETL/ELT processes and data modeling using SQL, Python, reducing data ingestion time by 70% while improving workflow efficiency.
- Conducted funnel optimization, segmentation, cohort, and time series analysis using Python (Pandas, NumPy, Statsmodels), SAS, and Excel to forecast trends and improve engagement.
- Conducted statistical analysis, hypothesis testing, and A/B testing, leveraging regression analysis to identify significant trends and optimize retention strategies, leading to a 36% increase in profit margins.
- Responsible for automating interactive dashboards and Real-Time Web Analytics to track website and business performance and answer critical stakeholder questions. Solved 20+ JIRA tickets daily to ensure seamless data operations, maintain a fast-paced project lifecycle, and support timely business decision-making.
- Leveraged data mining, clustering, and segmentation with Kantar market share data and SAS, improving audience targeting by 35% and increasing ROI by 20%.

Data Analyst Intern, Samsara, San Francisco, CA

May 2024 - Aug 2024

- Analyzed real-time and historical datasets using Databricks, Apache Spark, SQL, Databricks and Python to predict Failure Estimation and Survival Analysis, resulting in a 15% improvement in operational efficiency.
- Provided data-driven recommendations using Confluence and interactive visualizations in matplotlib and seaborn, enhancing the understanding of device performance metrics and aiding in strategic decision-making.

PROJECTS

UAV-based Smart City Road Inspection using Machine Learning | [GitHub](#)

- Developed a machine learning pipeline to detect and classify road hazards (potholes, cracks, traffic anomalies) using aerial imagery captured by UAVs.
- Applied data mining techniques to extract meaningful patterns from UAV and satellite image datasets, optimizing for anomaly detection and feature relevance. Designed and trained deep learning models for object detection and classification of road conditions, integrating geospatial and remote sensing data.
- Built comprehensive data models to represent road networks, inspection zones, and hazards for real-time analysis.
- Contributed to a web-based monitoring portal for smart city traffic evaluation, visualizing insights from UAV-derived data for municipal planning.

End-to-End Data Engineering Project - Ecommerce | [GitHub](#)

- Designed and implemented a full data pipeline, from ERD diagram to ETL processes, using SQL to integrate and structure large eCommerce datasets. Conducted advanced data analysis on customer behavior and product performance, delivering actionable insights for business optimization.

EDUCATION

Master of Science in Data Analytics, San Jose State University

Jan 2023 - Dec 2024

Bachelor of Engineering, Information Technology, University of Mumbai

Aug 2014 - Jun 2018