

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

Senior Data Analyst, Keywords Studios, San Jose, CA

Apr 2025- Present

- Collaborated with a FAANG client to identify performance gaps and drive improvements in AI-powered tools by analyzing user interactions, system performance, and international usage trends.
- Built scalable ETL pipelines and optimized SQL workflows using Snowflake, Redshift, and BigQuery for efficient data transformation and reporting.
- Designed and maintained interactive dashboards in Tableau and Quicksight to visualize KPIs, uncover trends, and support leadership decision-making.
- Performed A/B testing, hypothesis testing, and regression analysis to validate feature enhancements and optimize user experiences across global markets.
- Implemented data quality validation using Pydeequ to ensure integrity across datasets and pipelines.
- Collaborated across product, engineering, and analytics teams in a fast-paced agile environment to align data strategies with business goals.
- Applied strategic thinking and consumer insight analysis to interpret market trends, influence product roadmaps, and support international growth initiatives.

Senior Data Analyst, Accenture

Oct 2018 – Jan 2023

- Redesigned ETL/ELT pipelines and data models using SQL and Python, reducing ingestion time by 70% and improving workflow efficiency.
- Performed advanced statistical analysis, A/B testing, and cohort analysis using Python, SAS, and Excel to improve engagement and retention.
- Automated dashboards and real-time analytics to monitor performance and drive business decisions; resolved 20+ JIRA tickets daily.
- Utilized clustering and segmentation techniques on Kantar market data, enhancing targeting strategies and boosting 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.

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