Sumanth S Kumar

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Skills

Programming Languages: Python (PySpark, NumPy, Pandas, PyTorch), R, SQL
Data Tools: Tableau, QuickSight, PowerBI, dbt, Tableau Prep, Alteryx, Databases - Snowflake, BigQuery, Redshift

Experience

Business Analyst, GoDaddy – Seattle, WA   Feb 2024 – Present
- Led a "Cancel and Save" A/B test, decreasing domain cancellations by 5% and improving customer retention
- Partnered with UX, Engineering, and Product teams as the Sales Analytics Lead, driving 400K+ unit increase in domain sales and generating over $10M+ through A/B and multivariate tests
- Automated sales reporting through dashboards in QuickSight, saving 30 hours weekly across stakeholder teams
- Built a centralized data architecture and managed the enablement effort of 5+ tables to unify customer definitions and create a single source of truth across the organization

Data Science Intern, Country Financial – Champaign, IL   Jan 2023 – May 2023, Sept 2023 – Dec 2023
- Developed an LLM-based summarization tool in Azure, streamlining processes and saving 10+ hours/week
- Headed a team of 4 in migrating SQL pipelines to PySpark, resulting in a 3x increase in Data Lake accessibility
- Enhanced fraud detection with a machine learning algorithm using fuzzy matching, achieving a 2% accuracy gain

Analytics Intern, GoDaddy – Remote, IL   May 2023 – Aug 2023
- Developed a key metrics dashboard to help BAs explore billing data faster, cutting time to insights by 20%
- Created a governed Tableau data source enabling billing and traffic data integration for cross-product analytic teams

Analytics Engineer, USEReady – Bengaluru, India   Apr 2021 – June 2022
- Led 3 engineers to migrate Redshift data pipelines to Snowflake using dbt and Airflow, reducing downtime by 80%
- Built GitHub CI/CD architecture for dbt, accelerating production deployment and standardizing coding best practices
- Cut costs by 45% by moving pipelines from Alteryx to Python and dashboards from Tableau to Power BI
- Automated Excel-based data prep with Alteryx ETL jobs, saving 40+ hours of manual work per week
- Coached 70+ junior analysts and developed training modules for ETL and data modeling

Associate Business Intelligence Analyst, USEReady – Bengaluru, India   July 2019 – March 2021
- Managed end-to-end delivery of multiple data projects, earning a Spot Award for the quarter
- Ingested project data into Snowflake via SQL, Python & Teamwork API, improving resource utilization by 5%
- Created data models for Salesforce CRM data in Matillion and refactored dashboards, cutting data load time by 12%
- Developed a Tableau sales pipeline view to identify drop-offs, and aided in boosting conversions by 3%

Projects

Chess Analysis Dashboard
- Cleaned 500+ of my chess games (unstructured data) using Python, transforming them into an analysis-ready dataset
- Built an interactive Tableau dashboard to visualize performance trends and allow users to input their chess.com data for personalized game analysis

Covid-19 Fraud Analysis
- Modeled COVID-era fraud trends and analyzed trends across geographies, payment methods and services
- Presented the dashboard to a client, contributing to the acquisition of a new business account at USEReady

Education

MS in Information Management, GPA: 4.00   December 2023
BTech in Information Science and Engineering   July 2019