Ayush Patel

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EXPERIENCE

Data Analyst — June 2023 – Present
Upstox — *Mumbai, IND*

- Led end-to-end analytics across growth, product, and compliance teams supporting **20M+ users**, delivering insights for user acquisition, retention, and multiple investment products using **SQL, Python, Tableau, and AWS analytics stack.**
- **Improved activation rates by 3–4%** for targeted cohorts and contributed **2Cr+ incremental revenue** by running multiple **A/B tests** and campaigns across products to optimize user funnels and promotional strategies.
- **Eliminated 40+ hours of weekly manual work and reduced operational costs by 35%** by building **15+ automated data pipelines** (Python + Rundeck + S3) for offer management, commission reversals, and real-time user segmentation enabling engineering and back-office teams to access fresh data without manual intervention.
- **Reduced** AWS Athena **scan costs by 30%** and improved **query performance by 3x** by building **incremental dbt models** for high-volume tables (2TB+ daily) and designing optimized gold-layers.
- **Built 10+ Tableau dashboards tracking retention, activation, revenue, ARR, and CAC** across investment products consumed daily by VP and founders to drive product prioritization and decisions.

Systems Associate (Analytics) — July 2021 – June 2023
Infosys Limited — *Mumbai, IND*

- Saved **$12K annually** and **reduced** manual **reporting workload by 40%** by building automated Tableau dashboards with KPIs for data security team, eliminating 400+ hours of manual work per year.
- Improved SQL query performance by **35%** by optimizing complex analytical queries, reducing report generation time from **hours to minutes**.
- Maintained **99.5% service availability** with zero cost overruns by building proactive monitoring dashboards tracking user access patterns across the organization.

PROJECTS

Music Search Engine | *Python, Flask, PostgreSQL, Docker, HTML/CSS*

- Built a scalable music search engine for **50,000+ songs**, implementing an **Inverted Index** for document search and **TF-IDF-based music scoring** at query time.
- Developed an **ELT pipeline** that loads cleaned song metadata into PostgreSQL tables, reads the data to generate **song documents** and **inverted index** for efficient query-time scoring.
- Deployed a **containerized web application** with Flask, PostgreSQL, and Docker, exposing RESTful APIs and a responsive frontend, delivering **sub-second query response times** for search.

EDUCATION

Narsee Monjee College of Commerce and Economics — Mumbai, India
Bachelor of Science in Information Technology. **CGPA : 8.5** — *Aug. 2018 – May 2021*

SKILLS AND CERTIFICATIONS

Skills: SQL, Python (Pandas, NumPy), Tableau, AWS (Athena, S3, QuickSight), dbt Core, Rundeck, Excel, Git, Docker, Flask

Certifications: dbt Fundamentals, Google Data Analytics, and Kaggle Machine Learning