

## Siddhant Puranik

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Right to Work in UK

Results-driven Data professional with 5+ years of experience delivering actionable insights and client-focused analytics in commercial settings. Proven expertise in advanced SQL, Python, Tableau dashboards, and predictive modeling to drive business decisions for retail and customer data projects. Strong stakeholder relationship management and clear communication skills, with demonstrated success mentoring teams and conducting ad-hoc analysis that transforms large data volumes into strategic recommendations for non-analytical audiences.

### Core Skills

- **Data Analysis & Engineering:** Advanced SQL (Windows Functions, CTEs), Python (Pandas, NumPy, Matplotlib), MS Excel, Tableau, Snowflake, DBT, Data Warehouse, ETL, AWS S3, Big Query, UDF
- **Data Science:** Predictive modeling, Logistic Regression, Clustering techniques, Statistical analysis, Correlation and regression
- **Customer Analytics:** Retail data analysis, Customer data manipulation, Ad-hoc analysis, Client reporting
- **Communication:** Stakeholder relationships Mentoring, Clear communication to non-analytical audiences
- **Version Control:** Gitlab, Github

### Professional Experience

#### Business Analyst (Contract)

Feb 2024 – May 2024

Smartstaff

- Developed and optimized client reporting modules and advanced Metabase dashboards using SQL, enhancing operational transparency and enabling efficient tracking of new product feature instrumentation with accurate event documentation

#### Senior Data Analyst

Jan 2023 - Nov 2023

Connect and Heal

- Implemented application-wide event instrumentation for **200+** customer data events, leveraging advanced SQL and Python for large volume data manipulation in commercial healthcare settings, ensuring accurate tracking for client analysis
- Led analytics of a product feature driving a **2% increase** in orders using Amplitude for dashboard development
- Developed a ranking model to optimize doctor display order, **increasing** orders by **3%** through customer data analysis and delivering clear recommendations to stakeholders

#### Senior Product Analyst

Jul 2021 - Nov 2022

Teachmint / FlashPrep (Acquired by Teachmint)

- Developed comprehensive analytics for Fee Module ERP across **1000+** educational institutes, performing large-scale retail customer data analysis and providing actionable insights through advanced SQL queries and statistical methods
- **Increased** Net Promoter Score by **10 points** through advanced customer feedback analysis, applying clustering techniques and segmentation using complex SQL queries, delivering clear recommendations via Apache Superset visualizations to non-analytical stakeholders
- Designed comprehensive Clevertap and Mixpanel dashboards for B2C educational platform, conducting customer data analysis that contributed to **10x increase** in Daily Active Users (**300 to 3,000**), providing actionable recommendations through advanced visualization techniques
- **Reduced churn rate** by **10%** through in-depth user behaviour analysis, targeted retention strategies, and optimizing marketing spend via Google Ads and Appsflyer attribution.

- Executed A/B testing using statistical analysis and regression techniques to optimize notification content, **improving** click rates and user engagement by **5%** through data-driven recommendations and peer-reviewed methodologies

## Senior Product Analyst

HungerBox

Mar 2019 - Jun 2021

- Led onboarding for **10 B2B clients** at city level, coordinating five internal teams and conducting comprehensive customer data analysis in commercial food-tech settings, ensuring smooth integration through stakeholder relationship management
- Created advanced dashboards and customer journey funnels in Looker Studio using SQL and statistical analysis, analyzing large volumes of retail customer data and delivering actionable insights for commercial decision-making
- Drove 10% increase** in daily orders by leading bulk order product feature expansion for **100+ clients**, applying predictive modeling and database principles to deliver measurable business impact through data manipulation and analysis
- Automated monthly MIS reports using Python and advanced SQL, **reducing report generation time** from **3 hours to 2 minutes**, ensuring quality-first approach to client delivery and peer review processes

## Certificate

### Snowflake for Devs, Data Scientists and Data Engineers

Oct 2025

LinkedIn Learning

- Learned to configure and use core Snowflake objects such as virtual warehouses, stages, databases and advanced features including time travel, cloning, user-defined functions, and stored procedures
- Explored Snowflake's data engineering and AI capabilities by creating UDFs, integrating a Snowflake Cortex LLM function, and building a Streamlit app to deploy models and workflows

### Data Engineering with dbt

Jul 2025

LinkedIn Learning

- Mastered dbt project setup and management, including environment configuration, project initialization, and production deployment
- Applied medallion architecture principles, creating and testing bronze, silver, and gold models with modular SQL, automated tests, and comprehensive documentation

## Education

### MSc. Data Science

Sep 2024 – Sep 2025

University of Birmingham

Grade: Distinction - 74.78%

- Key Coursework: Normalization, Statistical Analysis, Predictive Modeling, Logistic Regression, Clustering Techniques, Database Principles, Advanced Analytics, GDPR
- Thesis Project: Developed advanced volatility prediction model for S&P 500 using statistical analysis and regression techniques, achieving **89% precision and 93% recall** through machine learning algorithms, demonstrating expertise in large-scale data manipulation and actionable recommendations for commercial financial settings