

Vignesh Subramaniam

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Github

SUMMARY

Data Analytics and Data Science professional with **3+ years of experience** delivering insights across **retail, loyalty, customer analytics, and operations**. Proven ability to partner with business and cross-functional teams to translate data into measurable outcomes through **SQL-driven analysis, Python modeling, experimentation, and executive reporting**. Experienced in supporting large-scale retail initiatives, loyalty programs, and operational decision-making in fast-paced environments.

EXPERIENCE

Nvest Solutions

Sept 2021 – Sept 2024

Senior Data Analyst

- Led end-to-end analytics initiatives across customer behavior, operations, and performance reporting using **SQL, Python, and Excel**, supporting leadership decision-making.
- Built automated dashboards and analytical models that reduced manual reporting effort by **30%** and improved operational visibility across key retail-style KPIs.
- Delivered customer segmentation, campaign measurement, and funnel insights that supported simulated **10–15% improvements in engagement and retention**.

Shoppers Drug Mart

2024 – Present

Supervisor – Store Operations & Voluntary Analytics Support

- Supported store and loyalty-related analytics by analyzing **sales, promotions, and PC Optimum-style offer performance**, bridging store operations and central teams.
- Used transaction-level data to identify promotional gaps and execution issues, contributing to a **8–12% uplift in promotional effectiveness**.
- Prepared clear, concise insights for non-technical stakeholders, improving alignment between merchandising, marketing, and store leadership.

PROJECTS

Customer Segmentation & Loyalty Targeting

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- Built an end-to-end customer segmentation pipeline using transactional retail data and behavioral features.
- Applied dimensionality reduction and clustering to identify high-value, loyal, and at-risk customer segments.
- Insights demonstrated a simulated **15% improvement in targeted loyalty and retention efficiency**.

Retail Vendor Performance & Inventory Analytics

Github

- Designed a SQL and Python-based analytics pipeline to evaluate vendor contribution, profitability, and stock turnover.
- Built Power BI dashboards to surface underperforming vendors and inventory risks.
- Identified opportunities for **10–15% operational efficiency gains** through improved assortment and replenishment decisions.

Customer Lifecycle & Funnel Analysis

Github

- Analyzed **120K+ event-level records** across acquisition, onboarding, engagement, and retention stages.
- Built cohort-based metrics to isolate a **22% drop-off** during early customer onboarding.
- Insights supported simulated process changes resulting in a **12% lift in 30-day retention**.

SKILLS

Analytics & Data Science: SQL, Python, Data Analysis, Statistical Analysis, Experimentation (A/B Testing), Forecasting

Retail & Loyalty Analytics: Customer Segmentation, Loyalty Programs, Campaign Measurement, Promotion Analysis, Funnel Analysis

Data Visualization & Reporting: Power BI, Dashboards, Executive Reporting, KPI Development

Data Engineering Fundamentals: Data Modeling, ETL Concepts, Data Validation, Data Quality

Business & Collaboration: Stakeholder Management, Cross-Functional Collaboration, Data Storytelling

Tools: SQL, Python, Excel, Power BI, GitHub

EDUCATION

- Ontario Tech University

Master of Business Analytics and AI (GPA: 4.15/4.3, Dean's List)

– Key Coursework: Data Visualization & Storytelling, AI Programming, Big Data Systems, Advanced Analytics, Business Forecasting

Oshawa, ON

2024 – 2025
- Dronacharya College of Engineering

Bachelor of Engineering – Mechanical Engineering

New Delhi, India

2017 – 2021

CERTIFICATIONS

- Microsoft Certified: Power BI Data Analyst Associate (PL-300)

Microsoft

2024
- Statistics for Data Science and Business Analysis

Udemy

2024
- Machine Learning Specialization

Stanford Online (Coursera)

2025

INTERESTS

- Traveling, trekking, chess, building dashboards, exploring datasets, community meetups