

Vishal Patil

+91 8652131534 | vishalrpatil2010@gmail.com | [LinkedIn](#) | [GitHub](#) | [Portfolio](#)

Professional Summary

Senior Data Analyst with 3+ years of experience delivering product, commercial, and marketing analytics across retail and financial services. Experienced in partnering with product managers, engineering, marketing, and business stakeholders to optimise customer journeys, analyse user behaviour, design KPI frameworks, and translate complex transactional data into actionable product insights using SQL, Python, and Power BI. Strong background in experimentation, customer segmentation, cohort analysis, funnel optimisation, and scalable self-service reporting that supports data-driven product growth.

Work Experience

A2Dominion Group, *Insight Analyst*, London, UK

Nov 2024 – Jan 2026

- Achieved **100% reconciliation accuracy** for the financial reporting baseline by validating metrics, record counts, and aggregations against legacy SSRS reports during migration to a Power BI star-schema data model using SQL.
- Saved **15+ hours per week** (a **30% reduction** in manual effort) by automating data preparation, validation, and reporting workflows using SQL, Power Query, and Power BI.
- Reduced ad-hoc reporting requests by **75%** by developing executive self-service dashboards, standardising KPI definitions, and improving decision-making for finance and operations teams.
- Improved reporting reliability by partnering with data engineering teams to investigate SQL logic discrepancies and implement automated data-quality validation across reporting pipelines.
- Presented reporting modernisation insights to senior leadership, translating technical migration progress into commercial business impact and supporting adoption of cloud-based reporting solutions.

JD Sports Fashion, *Insight Analyst*, London, UK

Sep 2023 – Nov 2024

- Analysed high-volume e-commerce customer journeys to identify checkout friction and prioritise optimisation opportunities supporting initiatives targeting a **5% conversion uplift** using SQL.
- Built executive dashboards tracking customer acquisition, conversion, engagement, and returns across **220+ global stores and digital channels** using Power BI and Tableau.
- Improved marketing decision-making through customer segmentation, cohort retention, and promotional effectiveness analysis using Python (Pandas) and SQL.
- Strengthened reporting reliability by supporting ETL/ELT workflows, transactional data validation, and aggregation processes within Databricks.
- Partnered with product and engineering teams to launch and optimize the new JD Status loyalty app, tracking in-store sales lift and resolving international sign-up friction to improve global accessibility.

Gemini Equipment & Rentals, *Junior Data Scientist (Internship)*, Mumbai, India

Jun 2020 – Jun 2021

- Reduced reporting turnaround time by **90%** by replacing manual spreadsheet reporting with automated reporting workflows using Python and Power BI.
- Improved operational decision-making by standardising business KPIs and implementing automated data-quality validation across reporting pipelines.
- Supported pricing optimisation and customer segmentation analyses to improve commercial decision-making using Python and SQL.

Projects & Professional Development

Sales Pipeline Analytics Platform

[GitHub](#) | May 2026

- Built an end-to-end analytics platform using SQL, Python, and Streamlit to monitor funnel conversion, revenue forecasting, sales pipeline performance, and automated data validation supporting commercial decision-making.

Analytics Engineering, AI & ML Development

Feb 2026 – Present

- Developing hands-on capabilities in predictive modeling and automation by implementing classification models, LLM fundamentals, RAG, and scripting workflows (leveraging Claude Code/Cursor) to automate insights and increase efficiency.

Education

Queen Mary University of London, *MSc Big Data Science*, London, UK

Sep 2022 – Sep 2023

Relevant Coursework: Machine Learning, Natural Language Processing (NLP), Deep Learning, Data Mining, Big Data Analytics, SQL, Python, Data Modeling, Statistics

University of Mumbai, *BEng Electronics and Telecommunication Engineering*, Mumbai, India

Jun 2018 – Jun 2022

Skills

Core: Advanced SQL, Python (Pandas, NumPy, SciPy), Power Query, DAX, Advanced Excel

Product & Commercial Analytics: Product Analytics, Marketing Analytics, A/B Testing, Hypothesis Testing, Customer Segmentation, Cohort Analysis, Funnel Analysis, KPI Frameworks, Requirements Gathering

BI & Visualisation: Power BI, Tableau, Looker, Dashboard Development, Reporting Automation, Data Storytelling

Data Engineering & Cloud: Databricks, GCP BigQuery, ETL/ELT, Star Schema, Dimensional Modelling, Data Validation, Data Quality, Git