

RUTVIJ PRAFULLA KULKARNI

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EXPERIENCE

Likewise

Sr. Product Growth Analyst

Southlake, TX

Jan 2025 – Present

- **Architected** end-to-end automated ELT pipelines driven by **AWS Bedrock** serverless LLMs to ingest, parse, and enrich unstructured product feedback data, **eliminating 180 manual hours/week** and accelerating time-to-insight.
- **Engineered** scalable Amazon Redshift data warehousing architectures and multi-layered semantic data models across **12M+ records**, enforcing strict data contracts and validation rules to ensure 100% downstream consistency.
- **Synthesized** a robust full-funnel user telemetry and event-tracking framework integrating GA4, GTM, and Microsoft Clarity, **unlocking \$4M in annualized savings** through proactive identity stitching and data governance.
- **Spearheaded** continuous core product funnel and user loyalty optimizations tracking **8M+ quarterly active users**, deploying tactical event instrumentation that **boosted activation and feature adoption by 15%**.
- **Championed** an enterprise self-service BI and analytical enablement platform using Looker, Tableau, and Power BI, **migrating 45% of legacy ad-hoc requests** into curated data marts to eliminate strategic decision errors.

Likewise

Data Analyst, Business Intelligence

Southlake, TX

Jul 2023 – Jan 2025

- **Pioneered** complex Bayesian-driven A/B testing, causal inference, and rigorous multivariate experimentation frameworks to evaluate feature rollouts, directly **mitigating financial risk on high-stakes capital allocations**.
- **Deployed** automated, production-grade demand and elasticity forecasting pipelines utilizing Python and **AWS SageMaker**, **improving model precision by 15%** to actively identify and isolate revenue leakage.
- **Dissected** digital consumer pathways and behavioral retention trends via cohort analytics, isolating drop-off friction points to **sustain a 15% conversion rate lift** across digital enrollment portals.
- **Refined** complex transactional datasets using advanced SQL window functions and multi-source join logic, stitching disparate channel metrics together to **guarantee absolute data integrity** for executive P&L reviews.

Likewise

Research & Development Intern

Southlake, TX

Jan – May 2023

- **Trained** a custom TensorFlow CNN computer vision model to automate classification across **50k+ assets**, successfully **accelerating quality auditing velocity and data pipeline processing by 40%**.

MasterTech Web Solutions

Data Science Intern

Mumbai, India

May – Aug 2018

- **Built** high-velocity distributed Python web scraping microservices to ingest real-time market data streams, **compressing analytical planning and competitor modeling cycles by 60%**.

PROJECTS

Real-Time Reddit Market Intelligence & Analytics Platform

2026

Engineered a competitive intelligence platform using Python scraping microservices hosted on **AWS EC2** to aggregate multi-source trends. Structured a scalable Supabase backend and launched a live analytics dashboard via **Vercel** (market-intel-mauve.vercel.app) to ingest, validate, and stream real-time pricing trends. **AI-Powered Document OCR & Financial Verification Engine**

2026

Designed an automated transactional validation pipeline combining specialized OCR networks and intelligent LLM validation layers to map unstructured document fields directly back to database master tables for engineering pipelines.

EDUCATION & CERTIFICATIONS

University of Texas at Arlington – M.S. Data Science

May 2023

University of Mumbai – B.E. Information Technology

Aug 2020

AWS Certified Cloud Practitioner · Google Analytics Professional Certificate

TECHNICAL SKILLS

Product Analytics & Strategy: Full-Funnel Performance Tracking, Cohort Analytics, Growth Metrics (Activation, Retention, Churn), Causal Inference, Bayesian A/B Testing, Pricing Elasticity, Data Quality Principles

Data Engineering & AI: Advanced SQL, Python (Pandas, NumPy, Scikit-Learn, TensorFlow), **AWS Bedrock (LLMs)**, **AWS SageMaker**, ETL/ELT Pipelines, Semantic Layer Design, Amazon Redshift, Data Governance, GitHub

Cloud & Deployment: **AWS EC2**, Cloud Architecture, **Vercel Deployment**, Supabase Backend, REST APIs, Vector Search Services, Version Control

BI & Instrumentation: Looker, Tableau, Power BI, Metabase, GA4, Google Tag Manager (GTM), Microsoft Clarity, Executive Data Storytelling

Leadership: Cross-Functional Collaboration, Product & GTM Strategy, First-Principles Problem Solving, Executive Communication, Technical Project Management