

Vini Chhaged

Analytics @Intellect

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PROFESSIONAL SUMMARY

Senior Data Analyst who owns problems end-to-end — from writing the SQL to presenting the business case. Built ML recommendation models (80% lift over rule-based), identified cost leakage recovering ~10% of operational costs, and ran experiments that moved conversion from 45% → 82% across product, operations, finance, and growth teams.

CORE COMPETENCIES

Analytics & Engineering: Python (pandas, scikit-learn), SQL, ETL Pipelines, Cron Jobs, Flat Table Modelling, Automated Reporting, Internal AI Tooling (pricing calculators, algorithm simulators).

Machine Learning: Logistic Regression, Content-Based Filtering, Recommendation Systems, Predictive Behavioural Models, NLP, Clustering.

Product Analytics: Funnel Analysis, User Journey Mapping, A/B Testing & Experimentation, Cohort Analysis, Feature Impact Measurement.

BI & Tools: Mixpanel (advanced), Metabase, Looker Studio, Tableau, CleverTap, MoEngage, Google Studio, AWS, CloudWatch.

Specialisations: Cost Optimisation, Growth Analytics, Supply/Demand Forecasting, Provider & Marketplace Analytics, MCP & Claude Code integrations.

WORK EXPERIENCE

Senior Data Analyst · [Intellect](#)

Dec 2022 – Present

Digital mental health platform — therapy, coaching, and self-care tools for enterprise clients globally.

Product Analytics & Experimentation

- Spotted ~7% no-show rates, hypothesised users forgot sessions when booking multiple at once. Pitched “Add to Calendar” — no-shows dropped from **6.9%** → **2.5%**.
- Analysed cancellation data — 30% of users cited scheduling conflict, not intent to leave. Recommended a reschedule-forward flow — **cancellations down 15%**, reschedules up 8%.
- Mapped clinical booking funnel, flagged 30% drop-off at PHQ4 questionnaire as biggest attrition point. Recommended flow optimisations — booking conversion **doubled from 2%** → **4%**.
- Hypothesised user-selected providers would drive stronger commitment than auto-matching. Ran cohort experiment — match-to-booking jumped from **45%** → **82%**, session completion from 57.6% → 70%.

ML & Recommendation Systems

- Built a 2-way ML coach recommendation system trained on session history, preferences, language, and culture — A/B tested against rule-based algorithm, ML model hit **45% match conversion vs 25%**, an 80% relative lift.
- Reviewed recommendation funnel across 36 countries — found 24% of users saw zero cost-efficient providers despite 48% of supply being affordable. Shipped a penalty-only cost multiplier — same-country matches up from **63.8%** → **74.1%**, avg cost/credit **down 27%**.

Cost & Operations Optimisation

- Identified **\$457K savings opportunity** (16.5% of base costs) from provider rate mismatch — recommended cost-penalty layer, delivering **~10% reduction** in overall operational costs.
- Diagnosed that users missing one recurring session had 75% probability of missing all subsequent ones — yet providers were still paid. Ran backend experiment — paid non-completions from **41%** → **10%**.
- Found 14.4% of total spend going to non-completed sessions — proposed shifting from credit-based to session-based payouts, projected to recover **~6% of operational costs** monthly.

Data Engineering & Internal Tools

- Built ETL pipelines and cron jobs automating monthly payouts for **500+ providers** — integrated base pay, bonus logic, and utilisation tracking, replacing a fully manual finance workflow.
- Designed flat table architecture and standardised event taxonomies — **cut analysis overhead by 40%**, enabled self-service analytics across product, growth, and operations teams.
- Built internal AI-powered pricing tool and a self-serve algorithm testing toolkit (batch simulator, interactive CLI, sensitivity analyser) — enabling non-technical teams to run scenario testing independently.

BI Consultant · Levi's (ISB Capstone)

Sep – Nov 2022 · Bangalore

- Built ML ranking algorithm to identify competitor bestsellers using ratings, reviews, and filter signals. Applied computer vision to quantify product similarity and identify market white space across competitor portfolios.

Business Analyst · WM Logistics

2019 – Jan 2022 · Indore

Led digitisation of customer service operations through a self-service portal initiative.

- Defined strategy, roadmaps, and release plans for a customer self-service portal — enabling independent product browsing, management, and ordering.
- Ran A/B tests on user behaviour and built management dashboards tracking portal adoption and growth areas across MVPs.

Software Engineer · CGI Information Systems

2015 – 2019 · Mumbai

Middleware payment gateway for RTGS/NEFT/IMPS between core banking systems and RBI.

- Managed upgrades and maintenance releases for payment systems processing transactions across Bank of America, Barclays, HSBC, JP Morgan, and Citi Bank — ensuring zero-downtime deployments.

EDUCATION

Indian School of Business (ISB), Hyderabad 2021 – 2023*Advanced Management Programme in Business Analytics (AMPBA)***Sir Padmapat Singhanian University, Udaipur** 2011 – 2015*B.Tech – Electronics & Communication Engineering · CGPA 7.37***Certifications:** ITIL Foundation – IT Service Management (2017–18)