

DEVANSHI MITTAL

San Francisco, CA • devanshi.s.mittal@outlook.com • 812-318-2088
LinkedIn: [linkedin.com/in/mittaldevanshi/](https://www.linkedin.com/in/mittaldevanshi/) • GitHub: github.com/mittaldevanshi

EXPERIENCE

INTUIT CREDIT KARMA, San Francisco, CA

Senior Product Analyst II

Feb 2026 - Present

- Led investigation into revenue softness by coordinating cross-functional analyses across product, marketing, and engineering, identifying key drivers and informing initiatives that recovered **\$1M+ in revenue**.
- Managed rollout and sequencing of **15+ experiments**, optimizing experiment interactions and minimizing cross-test interference.
- Developed monitoring frameworks and dashboards to track channel-level trends and funnel performance, enabling more granular insights into activation and conversion.
- Leading adoption of AI tools across the analytics organization with the aim of driving >90% adoption

Senior Product Analyst I

Jan 2023 - Present

- Drove 10%+ activation and 20%+ revenue growth by running 50+ A/B tests across product and marketing, turning insights into actionable recommendations (SQL, Python, GSuite)
- Partnered with product, design, and engineering to define north-star growth metrics and built forecasts, enabling leadership to align initiatives with company-wide objectives.
- Lead several deep-dive analyses and made recommendations to marketing, product and design teams to enhance both activation and conversion funnels using SQL and Excel
- Built self-serve Looker dashboards and metrics enabling stakeholders to answer product health and growth questions.
- Automated experiment readouts in Python and launched AI-powered GPT tool to drive efficiency in analytics.

Marketing Analyst II

Dec 2021 - Dec 2022

- Collaborated with engineering and product teams to analyze and quantify the incremental revenue impact of new partner integrations, enhancing data visualization and reporting capabilities.
- Conducted comprehensive SQL-based data investigations to monitor product health and marketing channel growth leading to the development of multiple Looker dashboards that provided real-time insights.
- Utilized analytical acumen to size, monitor, measure, and report on the performance of initiatives, ensuring alignment with the company's growth objectives.

EXPERIAN, Costa Mesa, CA

Data Analyst

June 2020 - Dec 2021

- Provided insights on macroeconomic trends to various clients and stakeholders from consumer behavior data by building interactive Tableau Dashboards that enhanced data governance.
- Performed ad-hoc analyses and data investigations using Python and SQL to support clients and product teams.
- Responsible for analyzing and preparing a monthly executive summary report highlighting current economic trends of consumers impacted by COVID-19.
- Developed and maintained Python scripts that enabled automation and increased adaptability within the team.

INDIANA UNIVERSITY, Bloomington, IN

Associate Instructor

Aug 2019 - May 2020

- Assisted professors in designing and grading assignments for the Database Concepts and Advanced Database Concepts Courses and held office hours for 40 students weekly to address student questions regarding coursework and assignments.

THE BEE CORP, Bloomington, IN

Data Science Intern

Oct 2019 - Dec 2019

- Helped identify predictive features amongst image and weather attributes by implementing various exploratory data analysis and feature selection techniques in Python and developed a Data Augmentation pipeline using Amazon S3

ASKWHAI, Chicago, IL

Data Science Intern

May 2019 - Aug 2019

- Worked with the product and engineering team to automate a data refresh process in Python, Bash Script, PostgreSQL.
- Built an Unsupervised Product Recommendation system using NLP applicable to any e-commerce store using Python.
- Developed an interactive web application using Shiny to get user behavior insights and paths to purchase.
- Created a Proof of Concept - Product Filter recommendation system using NLP in Python and PostgreSQL

EDUCATION

Indiana University, Bloomington, IN, United States

May 2020

Master of Science in **Data Science** (GPA: 3.74/4.00)

St. Xavier's College, Mumbai, India

June 2017

Bachelor of Science in **Statistics** (Minor: Economics and Mathematics)

TECHNICAL SKILLS

- **Programming:**
Proficient: Python (Pandas, NumPy, Scikit-learn, PySpark, Xlsxwriter, boto3), SQL (BigQuery/Hive), R (Shiny, ggplot2), SAS
Familiar: JAVA, Bash Shell (Unix commands), Claude Code
- **Other Tools:**
Proficient: Looker, Tableau, Git/Bitbucket (Version Control), Microsoft Excel **Familiar:** Amplitude, LaTeX, Airflow