

DARSHAN SENTHIL

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SUMMARY

Data Scientist with 4 years of experience in growth analytics, experimentation, and predictive modeling across SaaS and subscription platforms. Skilled in SQL, Python, and statistical modeling, with a track record of designing A/B experiments, building performance forecasting models, and translating behavioral and campaign data into strategies that drive user growth, improve conversion, and optimize spend. Experienced presenting data-driven recommendations to senior stakeholders and partnering with cross-functional marketing, product, and engineering teams to measure marketing impact and accelerate efficient growth.

TECHNICAL SKILLS

Programming and Querying: SQL (advanced), Python (Pandas, NumPy, scikit-learn), R

BI and Reporting: Tableau, Looker, Looker Studio, Power BI, Google Analytics, Excel, Google Workspace

Data Warehousing and Pipelines: BigQuery, Snowflake, Amazon Redshift, PostgreSQL

Experimentation and Analysis: A/B testing, incrementality testing, lift analysis, attribution modeling, scenario modeling, budget optimization, funnel analysis, cohort analysis, regression analysis, hypothesis testing, customer segmentation, churn analysis

PROFESSIONAL EXPERIENCE

Vue.ai

Chennai, India

Data Analyst, Client & Product Analytics

February 2021 - August 2022

- Analyzed subscriber churn risk using clickstream and web analytics data to identify behavioral signals associated with disengagement, surfacing at-risk customer segments and enabling marketing teams to prioritize retention efforts across the platform.
- Analyzed end-to-end user funnels across acquisition, activation, and conversion to identify behavioral patterns and drop-off points, driving up to 60% higher engagement and 55% lift in conversion through targeted experimentation.
- Designed and analyzed A/B experiments across 15+ enterprise clients covering pricing, promotion, and personalization strategies, increasing campaign ROI by 22% across retail, insurance, and HR domains.
- Built and maintained Tableau dashboards integrating conversion, engagement, and revenue data from multiple sources, giving product and growth teams a single view of performance and reducing ad-hoc analysis requests.
- Built the SQL metrics layer for Vue Mail, defining KPIs across open rates, click-through, engagement, and campaign conversion, supporting a subscription product used by 50+ enterprise clients.
- Built a logistic regression model using historical client behavior and product usage data to forecast campaign outcomes, improving account prioritization by ~20%.

Workforce Professionals Training Institute

New York, United States

Data Infrastructure Engineer

July 2024 - Present

- Improved participant retention by 25% by designing Tableau dashboards backed by star-schema datasets that surfaced early risk signals, enabling program leaders to intervene earlier in at-risk cohorts.
- Saved 120+ hours per month in manual data issue resolution by implementing automated SQL-based data quality checks for missing values, duplicates, and invalid status changes.
- Designed and maintained batch ingestion pipelines in AWS Glue to centralize operational and external workforce data into Redshift, enabling faster analysis of program performance and reducing reporting latency.

Rutgers School of Public Health

New Brunswick, United States

Data Scientist

October 2023 - May 2024

- Increased survey completion rates by 18% by identifying key drop-off drivers through regression analysis and hypothesis testing, and translating findings into targeted design recommendations for research teams.
- Enabled scalable classification of 50K+ social media posts by implementing a RAG-based workflow that combined curated reference data with OpenAI and Mistral language models, significantly reducing manual labeling effort.
- Standardized healthcare survey reporting by centralizing Snowflake datasets into dashboards for faculty and program leads, reducing manual reporting effort by 40%.

Hirestar.io

Hyderabad, India

Analytics Engineer

January 2020 - November 2020

- Reduced manual resume review time by ~25% by building an NLP resume parsing pipeline that extracted candidate skills, experience, and education from unstructured text to support automated ranking and screening.
- Improved candidate conversion rates by 15% by defining and tracking end-to-end hiring funnel metrics (application, screening, verification, shortlisting), identifying stage-level drop-offs, and surfacing actionable insights to recruitment teams.

EDUCATION

Rutgers University

New Brunswick, United States

Master of Science (M.S.) in Computer Science – GPA: 3.96/4.00

August 2022 - May 2024

Courses: Machine Learning, Business Intelligence and Visual Analytics, Natural Language Processing, Advanced Artificial Intelligence

CERTIFICATION

Databricks Certified Data Engineer Associate | AWS Cloud Practitioner | Google Data Analytics Certification | Tableau Desktop Certification