VENKATA PRANEETH VARMA PENUMATSA

Fremont, CA | 480-709-0030 | praneeth.verma@gmail.com | linkedin.com/in/praneethvarma | praneethpvp.com

SUMMARY

Analytics Engineer with 10 years at Google, Amazon, Microsoft, and Intuit. I build the data models, pipelines, and dashboards that product teams actually use to make decisions — marketplace search analytics at Amazon, fraud detection at Google, campaign measurement at Microsoft. Most comfortable in SQL and Python on large-scale warehouses (BigQuery, Snowflake, Redshift). Have built and maintained dbt models, Airflow-orchestrated ETL pipelines, and the dashboards downstream teams rely on daily.

EXPERIENCE

Senior Data Analyst IV (Analytics Engineer) Oct 2024 – Present

Intuit — Mountain View, CA

- Built 5+ production data models and KPI dashboards from scratch for Fraud Policy — these are now the primary decision-making tools for Payments, Payroll, and Capital product teams.
- Migrated 10+ legacy dashboards to QuickSight. Rewrote the upstream ETL pipelines and added dbt-style data tests, which caught several data quality issues the old system had been silently passing through.
- Scoped and shipped a reporting framework for Fast Funding in one quarter — worked with Product, Compliance, and CS to define what to track, then built the data model and dashboards myself.
- Replaced a manual KYC/KYB tracking process with Python-orchestrated pipelines. Cut data inconsistencies by 40% and gave the compliance team self-serve access for the first time.

Marketing Data Analyst Dec 2023 – Sep 2024

Microsoft — Remote

- Owned the data models and segmentation pipelines behind 25+ global campaigns for Azure and Office (APAC, NA, EMEA). Built the KPI frameworks in SQL so PMs could actually self-serve engagement, conversion, and regional trend data.
- Found regional performance gaps through automated pipelines that nobody had been tracking — fixing the targeting drove a 20% engagement lift and 25% bump in new customer acquisition.
- Worked across 4 Product Managers, Data Engineers, and UX designers. My role was translating what the data said into specific campaign recommendations they could act on.

Business Intelligence Engineer Aug 2022 – May 2023

Amazon — Palo Alto, CA

- Built the ETL backbone for marketplace analytics — AWS Glue, S3, and Airflow pipelines that aggregated merchant performance, search relevance, and catalog data across US and India.
- Worked closely with ML scientists on search ranking. I ran the A/B tests and statistical validation; they tuned the models. Together we got a 20% lift in customer engagement.
- Owned search quality KPIs (CTR, relevance, conversion) on petabyte-scale data. Identified user intent gaps that changed how the product team prioritized their roadmap.
- Built the India vs. US cross-market comparison that leadership used to decide where to invest. India merchant engagement grew 10% in the following quarter.

Product Analyst Apr 2020 – Jan 2022

Microsoft — Remote

- Inherited 10 product reports with serious data quality issues. Rewrote the ETL in SQL and Azure Data Studio — eliminated 95% of the inconsistencies that had been causing bad downstream decisions.
- Built automated reporting that surfaced previously untracked customer revenue (12% improvement in identification), which the sales team used to reprioritize accounts.
- Cut biweekly analytics delivery time by 33% using Power BI and SQL. Freed up ~8 hours/week that I redirected toward deeper product analysis.

Data Analyst — Fraud & Risk Feb 2018 – Apr 2020

Google — Mountain View, CA

- Built production ML models in Python for Google Shopping fraud detection. Got to 60% recall on abusive orders — the system cut transactional losses by half.
- Created the data models behind fraudulent profile detection (50% improvement). Set up Tableau dashboards with auto-alerting so the payments team could act on abuse in real time.
- Worked with engineering and policy to turn model outputs into detection rules that scaled across the platform — balancing precision vs. coverage was the hard part.

TECHNICAL SKILLS

SQL & Data Modeling	Advanced T-SQL, PL-SQL, BigQuery, Snowflake, Athena, Redshift, PostgreSQL, MySQL • Dimensional modeling, star/snowflake schemas, slowly changing dimensions • dbt (data build tool), dataform
Python & ML	Production Python, Pandas, NumPy, PySpark, scikit-learn, XGBoost • Jupyter, VS Code • ML model development, feature engineering, model validation • R (statistical computing)
Data Engineering	Apache Airflow, Prefect • AWS Glue, S3, Lambda, Redshift, Athena • Apache Spark, Kafka • Docker • Azure Data Factory, Azure Data Studio • ETL/ELT pipeline design & orchestration • Fivetran, Stitch
BI & Visualization	Tableau (Desktop & Server), Power BI (DAX, M), Amazon QuickSight, Looker (LookML), Google Data Studio • SSRS • Advanced Excel (pivot tables, VLOOKUP, Power Query, VBA)
Analytics & Statistics	A/B testing & experimentation design, Bayesian & frequentist methods • Statistical modeling, regression analysis, hypothesis testing • Cohort analysis, funnel analysis, customer segmentation • Fraud detection & anomaly detection
Cloud Platforms	AWS (Glue, Athena, S3, Redshift, Lambda, CloudWatch, IAM) • Azure (Data Studio, Data Factory, Synapse) • GCP (BigQuery, Cloud Functions, Dataflow) • Terraform, CI/CD pipelines
Collaboration	Git, GitHub, Bitbucket • Jira, Confluence, Notion • Slack • Agile/Scrum methodology • Technical documentation & stakeholder presentations

EDUCATION

M.S. Business Analytics — *Arizona State University, Tempe* GPA: 3.8

B.E. Electronics & Communication — *Amrita School of Engineering, Bangalore* GPA: 3.5