

ANSHUL GEDAM

BUSINESS INTELLIGENCE & ANALYTICS ENGINEER

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SUMMARY

Business Intelligence & Analytics Engineer with **6+ years** building enterprise planning, forecasting, and analytics platforms end-to-end — SQL, Azure Data Factory, dbt, Kepion, Snowflake, Tableau/Power BI, and Python. Deliver measurable outcomes for Fortune 500 finance and marketing teams: cut planning cycles up to **90%**, saved **\$150K-\$240K/year**, and drove analytics for **\$500M+** in revenue. Calm, technical, and collaborative across product, finance, and go-to-market teams.

EXPERIENCE

Kepion

Seattle, WA · May 2024 – Present

Business Intelligence & Analytics Engineer (officially: BI Consultant → Technical Project Manager)

Enterprise planning, forecasting & reporting. Clients: Webber, Mitsubishi Motors North America, Select Wines Canada, Schindler Elevator.

- **Webber (national construction firm):** Led end-to-end design and build of an enterprise Bottom-Up Forecasting & Budgeting platform (SQL, Azure Data Factory ETL, dimensional modeling, Kepion), integrated directly with **SAP** and enterprise financial systems — **cut planning cycle time 90%**, eliminated **~200 manual hours/month (~\$240K/year)**, and sharpened forecast accuracy and executive visibility.
- Built the platform's data models, **audit frameworks, and governance processes to support SOX compliance** and enterprise financial reporting.
- **Mitsubishi Motors North America:** Designed and implemented an enterprise FP&A planning solution — SQL data modeling, **SAP ERP integrations**, automated ETL, reporting, and workflow automation — **saving ~\$150K/year** and giving finance leadership real-time, standardized planning insights.
- **Select Wines Canada:** Architected a company-wide marketing planning & budgeting platform (ETL, **enterprise data warehouse**, dimensional models, forecasting, analytics) — a mission-critical app **used daily by 100+ business users** managing **~\$5M in annual marketing investments**, cutting planning costs **~\$200K/year**.
- Architected scalable Azure Data Factory pipelines integrating REST APIs across third-party SaaS platforms and **SAS**, centralizing disparate datasets into a unified SQL backend — driving **10% annual cost savings (~\$80K/year)** and reclaiming **40 hrs/month**.
- Built **CI/CD pipelines in Azure DevOps** for SQL, ETL, and reporting — improving release reliability and reducing production issues.
- Architected **Cursor-based agentic-AI automation** for documentation, regression testing, and stakeholder communications — **saving ~20 hrs/month**.
- Delivered consumer-focused analysis (dashboards, visualization, storytelling in SQL + Python predictive modeling), **driving ~\$50K in annual business uplift**.

Blend

Columbia, MD · Dec 2021 – Apr 2024

Senior Business Intelligence Analyst

Marketing Data, Analytics & Technology Consulting. Clients: LinkedIn, AmeriSave Mortgage, Comcast.

- **LinkedIn:** Designed a customer-journey lifecycle analytics platform (SQL, **Snowflake**, Tableau) across business units; partnered with Product, Sales, and Customer Success to ship self-service dashboards — directly impacting the lifecycle of **1M+ customers responsible for \$500M in ARR**.
- Built a **propensity scoring model** (logistic regression, Python) identifying high-retention segments — **+5% YoY renewals, ~\$500K in retained revenue**.
- **+10% product engagement** via A/B tests and data-driven segmentation (SQL, Tableau).
- **+50% efficiency** on repetitive data processes — **80 hrs/month (~\$100K/year)** — by building ETL pipelines in Python, Trino, and Apache Spark.
- Expanded the addressable user base by **750K (+15%)** by establishing unified customer definitions and source-of-truth datasets with product and data teams.
- **~60% data-QA issues (~\$75K/year)** via SQL-based quality checks and Tableau monitoring dashboards.
- **AmeriSave Mortgage:** **+15% direct-mail conversion** (Python attribution + fuzzy matching); built SQL data models and Tableau KPI dashboards that lifted campaign ROI **15% (+\$20K/month)**.
- **Comcast:** Built a multi-channel marketing attribution model (campaign, CRM, behavioral data) that let teams shift **20% of spend** to higher-performing channels.

Peak Activity

Boynton Beach, FL · May 2021 – Dec 2021

Data Analytics Specialist

Ecommerce & Marketing Technology Consulting. Clients: City Furniture, City Mattress, SlimFast.

- **~90% reporting time** by building end-to-end web-analytics infrastructure (Google Tag Manager, Google Analytics, custom data layers in HTML/CSS/JS).
- **~70% reporting cost** by defining critical KPIs, building SQL data models, and shipping self-serve Looker Studio dashboards for real-time monitoring.
- **+5% sales** for a global furniture retailer via an executive Power BI dashboard (Azure + Google Analytics + third-party sources, custom DAX metrics).

FedEx

Memphis, TN · Apr 2020 – Mar 2021

Data Analyst, Marketing

- Supported the **Compatible Services Program (\$1B/month revenue)** — analyzed marketing data and coordinated with third-party providers to improve program performance and operational efficiency.
- **~15% customer churn, \$200K quarterly ROI** by identifying lifecycle behavioral patterns in SQL and turning them into marketing strategy.
- **+10% month-over-month product adoption** through deep-dive analysis of integrated datasets (Adobe Analytics, sales, marketing) — **modeled in dbt** and connected to Tableau/SQL for analysis — uncovering consumer trends and optimizing campaign targeting.

Flyway Express

Horn Lake, MS · Apr 2019 – Apr 2020

Data Analyst

- Built linear-regression forecasting models (Python) at **93% accuracy**, improving logistics operations and **saving ~\$25K/month**.
- Analyzed transportation and delivery data (SQL, Tableau) to fix route inefficiencies — **~12% delivery times, ~\$80K/year fuel costs**.

SKILLS

Languages & Query: SQL, T-SQL, Python, R, HiveQL
Data Engineering & ETL: dbt, Azure Data Factory (REST API integration), SSIS, Apache Spark, Trino, Databricks
Warehousing & Databases: Snowflake, Microsoft SQL Server, PostgreSQL, MySQL, SSAS, Hadoop
BI & Visualization: Tableau, Power BI (DAX), Looker Studio, Adobe Analytics, Google Analytics
Planning / EPM & Governance: Kepion, SAP ERP integration, FP&A, dimensional modeling, SOX compliance
Cloud & DevOps: Azure, AWS, Azure DevOps (CI/CD), GitHub, Jira, Confluence
AI Dev Tools: Cursor, Claude, ChatGPT
Certifications: Microsoft Fabric Analytics Engineer Associate · Tableau Desktop Specialist

EDUCATION

University of Maryland, College Park — M.S., Information Systems	2017 – 2018
University of Mumbai, India — B.E., Mechanical Engineering	2011 – 2015