

Vishal Jaiswal

Berlin, Germany | +49 15127176332 | vishal.jaiswal23@gmail.com |
linkedin.com/in/vishal-jaiswal-analytics-leader/

PROFESSIONAL SUMMARY

Senior Data, Analytics & Product Leader with 15+ years of experience defining enterprise data strategies, building AI/ML products, and scaling cross-functional teams across e-commerce, fintech, and global enterprise environments. Expert in owning the end-to-end data lifecycle—from robust data engineering infrastructure to advanced product analytics, predictive modeling, and executive storytelling. Proven track record of bridging the gap between technical execution and C-suite strategy to unlock \$50M+ in measurable commercial value. Combines a “player-coach” mentality with deep technical proficiency in modern data stacks (Python, SQL, Cloud) to drive operational excellence, rigorous experimentation, and automated decision intelligence.

CORE COMPETENCIES & TECHNICAL SKILLS

- **Data & AI Strategy:** Enterprise Data Architecture, ML Model Operationalization, Agentic AI, GenAI Workflows, Predictive Analytics, Digital Transformation, Value Realization.
- **Product Analytics & UX:** A/B Testing, Causal Inference, Funnel Diagnostics, User Journey Mapping, Cohort Retention, Event-Driven Data, Customer Sentiment Analysis.
- **Data Engineering & BI:** Data Modeling (dbt concepts), ETL/ELT Pipelines, Data Governance & Quality (GDPR), Master Data Management, Self-Service BI Democratization.
- **Leadership & Operations:** Cross-Functional Team Management (Engineers, Scientists, Analysts), Agile/Scrum Delivery, OKR & Roadmap Planning, C-Suite/Board Reporting.
- **Technical Stack:** Python (Pandas/NumPy), Advanced SQL, BigQuery, AWS, GCP, Databricks, Spark, Hadoop concepts, Looker, Tableau, Power BI, Jira.

PROFESSIONAL EXPERIENCE

Wayfair

Manager, Product Analytics (Data & AI Product Lead)

Berlin, Germany

December 2020 – October 2025

- **AI-Enabled Profit Optimization ('PAE360')**: Led the end-to-end product lifecycle and vision for 'PAE360'; collaborated with data scientists and engineers to deploy ML models that automated complex B2B pricing and inventory decisions, unlocking **\$20M+** in enterprise value.
- **Logistics & Funnel Diagnostics:** Partnered with commercial leadership to analyze the “Order to Delivery” user journey; translated raw competitive logistics data into a strategic narrative that drove a **\$2.76M** revenue uplift.
- **User Experience & Flow Optimization:** Investigated root causes of user friction in the core login funnel using behavioral data; redesigned the deterministic flow and implemented rigorous A/B testing, improving the success rate from 58.6% to 91.1%.
- **Automated Infrastructure & EDI Monitoring:** Spearheaded the delivery of a real-time anomaly detection system for high-volume B2B EDI transactions (Orders Document 850); automated the detection of logic failures, reducing error rates from 0.08% to 0.01% and preventing **\$6M+** in operational losses.
- **Enterprise Data Platform & BI:** Defined the global data strategy for the GST Platform Superpod; architected a unified analytical “Gold Layer” and self-service Looker ecosystem, driving change management that reduced ad-hoc reporting requests by 40%.
- **Customer Sentiment Integration:** Layered qualitative “Customer Feedback/Help Scores” into quantitative performance metrics for the Supplier Support Desk, identifying critical service gaps to improve overall CX.

- **Agile Governance & Team Leadership:** Managed a multi-disciplinary team of 10+ data scientists, analysts, and engineers; defined 6-month product roadmaps and Winter cycle OKRs, ensuring high-quality, timely delivery of analytics capabilities.

Kryptofolio (Fintech Startup)

Mumbai, India

Founder & CEO (Head of Data & AI)

January 2020 – December 2020

- **Agentic AI & Algorithmic Trading:** Architected and built a scalable, autonomous algorithmic trading platform from zero to one; designed Agentic AI workflows capable of evaluating market sentiment, planning execution strategies, and managing risk independently.
- **Predictive Analytics & Returns:** Leveraged Python and advanced statistical models to automate investment lifecycle decisions (Data → Signal → Execution), achieving **223% fund returns** through rigorous back-testing and data-driven risk parameters.
- **Cloud Data Infrastructure:** Built robust ETL pipelines using Python and SQL to ingest, process, and extract value from high-frequency, real-time financial market data streams on AWS.

AkzoNobel

Mumbai, India

Head, Global Finance Analytics & Data Science

September 2017 – December 2019

- **Global Digital Transformation:** Led the transition from legacy, spreadsheet-based finance operations to a modern, automated predictive analytics ecosystem across complex, multi-national regions.
- **Predictive Forecasting:** Developed complex time-series algorithms and scenario modeling to forecast enterprise demand, improving long-term global forecasting accuracy by 20%.
- **Enterprise Data Architecture:** Integrated data from ERP systems (SAP) and bespoke platforms to create a unified "Single Source of Truth" reporting framework for Group Leadership and the C-suite.

InsideView, Inc (B2B SaaS Data Platform)

Hyderabad, India

Head, Data Analytics

March 2014 – September 2017

- **ML-Driven Data Products:** Directed the development of machine learning models for automated entity extraction and classification, directly enhancing the data quality and value proposition of the SaaS platform for Fortune 500 clients.
- **Marketing Analytics & Attribution:** Built comprehensive attribution models and analyzed customer cohort data to optimize acquisition funnels, retention strategies, and overall user engagement.
- **Data Governance & Master Data:** Established stringent data quality frameworks and stewardship processes to resolve conflicts across CRM/ERP integrations, creating a reliable "Golden Record" for enterprise customers.

Dolcera

Hyderabad, India

Head, Business Research & Analysis

November 2010 – March 2014

- **Market Intelligence & Consulting:** Conducted deep-dive quantitative research, market sizing, and technology landscape assessments to guide the go-to-market strategies of Fortune 500 enterprise clients.
- **Executive Storytelling:** Specialized in translating complex analytical findings into compelling executive presentations and board papers, actively supporting pre-sales and business development.

Bajaj Finance (Consumer Financial Services)

India

Credit Risk Analyst

April 2010 – November 2010

- **Risk & Portfolio Analytics:** Applied rigorous statistical modeling to analyze borrower delinquency trends and portfolio health, optimizing credit policies to balance risk management with operational growth.

EDUCATION

Management Development Institute

Master of Business Administration (MBA), Finance & Marketing

Gurgaon, India

2008 – 2010

Presidency College

Bachelor of Science (B.Sc. Honours), Statistics

Kolkata, India

2003 – 2006

CERTIFICATIONS & LANGUAGES

- **Certifications:** Data-Driven Decision-Making for Business Professionals; Communicating in the Language of Leadership.
- **Languages:** English (Native/Fluent), Hindi (Native), Bengali (Native), German (A1).