Pratik Patel

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Professional Experience

Data Analyst New York City, NY
HelloFresh - Factor Product Analytics *March 2026 – Present*

- Defined and monitored protein-specific MPS benchmarks across 100+ recipes, running a weekly cross-functional lifecycle review that graveyarded 40 underperforming concepts, advanced 20 into optimization, and renewed 40 as repeat recipes.
- Built a product deep-dive tool with Claude Code and the Databricks CLI, querying millions of rows of recipe-level order data and automating briefing intake, analysis, and visualization; cut turnaround from 1.5–2 weeks to 4–5 days and is now used team-wide.
- Built a self-service Tableau dashboard tracking performance and sentiment by site, meal type, and cohort, giving 10+ stakeholders a single source of truth and eliminating recurring ad-hoc requests.
- Tested a widely circulated industry claim of declining GLP-1 spend in Databricks and disproved it, uncovering $124.9M in revenue across 4.62M orders and informing category strategy and investment decisions for senior stakeholders.
- Led a propensity-score matching study of first premium orders at box 2–4 (∼99K of 1.1M new customers), using nearest-neighbor caliper matching with post-match balance checks to separate true retention lift from customers who would have stayed anyway; sized a +0.14 delivery-week lift at box 4 (11,403 of 12,440 treated customers matched; ∼$5.50 per redeemer), informing VP of Commercial and Retention leadership on whether loyalty points would pay for themselves.

Data Analyst New York City, NY
HelloFresh - Logistics *Dec 2024 – March 2026*

- Defined the key metrics (CC Error Rate, OTP%, Local Hub Service) for a $15M logistics program from 13 weeks of gig-economy (Uber, Roadie) delivery data, aligning 10+ senior stakeholders on roadmap priorities.
- Diagnosed a CX regression through root-cause analysis and time-series slicing, found an iOS compatibility bug, and partnered with Engineering to ship a hotfix that drove a 37% recovery in star ratings.
- Built an end-to-end SQL and Python automation pipeline processing 200K+ daily records for Final Mile Logistics, saving 5+ hours/week and enabling near real-time monitoring of operational metrics.
- Set goals and sized opportunities with PMs and Ops across 21 logistics hubs, improving customer satisfaction by 5% and on-time delivery by 2%.

Data Analyst New York City, NY
NielsenIQ - Customer Success *Jun 2021 – Jun 2022*

- Built a Volume Decomp dashboard in SQL and Excel (500K+ rows) for the Lysol team, streamlining KPI monitoring and saving 15 hours/week across 20 team members.
- Developed the Gainers & Drainers initiative, delivering a monthly slide deck of analytical insights and data visuals that identified brand performance trends; presented findings to the team, contributing to 2% revenue growth.
- Coordinated a portfolio of 10 recurring reports with 7 associates and delivered a monthly insights deck to the team, contributing to the renewal of a $100K, 3-year client contract.

Project Management Organization Co-op Titusville, NJ
Johnson & Johnson - Janssen R&D Procurement *Jan 2020 – Jul 2020*

- Built Excel savings reports feeding into global procurement strategy, supporting cost reductions exceeding $150M.
- Gathered monthly updates from project managers and created summaries for the Project Managers Council to track metrics and milestones by quarter.

Education

Rutgers University New Brunswick, NJ
Bachelor of Arts in Mathematics, Minor in Economics *Dec 2020*

Volunteer Experience

Volunteer Operations Associate Robbinsville, NJ
BAPS, Nonprofit *Jun 2022 – Oct 2023*

- Coordinated 20 people across 5+ departments (stone-prep, stone-placement, inventory) and tracked 400+ inventory items in Tableau, accelerating project timelines by 4 years.

Skills

Metrics & Analytics: Metric Definition & Reporting, Experiment Design & A/B Testing, Statistical Hypothesis Testing, Cohort & Retention Analysis, Root-Cause / Data Quality Investigation, Goal Setting & Forecasting
AI & Automation: AI Tools & Workflow Integration (Claude Code, Cursor, Copilot), Databricks CLI, Airflow, dbt
Tools: SQL (Snowflake, Databricks, BigQuery), Python, R, Tableau, Looker, Power BI, Excel/Google Sheets, GitHub, KNIME
Working Style: Data-Driven Storytelling, Cross-functional Partnership & Influence, Project Management
Professional Certificates: DataCamp Associate Data Analyst in SQL, Google Data Analytics, dbt Fundamentals