

SHRIKANT LAMBE

[Data & Analytics Transformation](#) | [Business Intelligence Analytics](#) | [AI-Enabled Insights](#) | [Data Engineering](#)
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AI Driven Leadership Program – Stanford University 2026 | Data Analytics Certificate Program – Cornell University 2017

Analytics & Data Platform leader with 10+ years of experience driving enterprise data modernization, strategic analytics, and AI-enabled insight delivery across high-growth SaaS and technology organizations including Workday and Lyft. Proven track record leading large-scale analytics transformations, migrating legacy BI ecosystems to governed Snowflake/dbt architectures, and enabling executive decision-making across global Sales & Marketing organizations. Hands-on experience designing Kafka-based streaming pipelines, PySpark data processing workflows, and Airflow-orchestrated ELT systems — complementing deep BI and analytics engineering expertise. Recently led integration of Generative AI workflows into enterprise analytics platforms, accelerating narrative insight generation and improving stakeholder productivity. Known for translating complex data systems into measurable business outcomes — improving forecast accuracy, reducing manual reporting by 40%, and increasing executive engagement with governed analytics.

Core Leadership & Technical Expertise

Enterprise Data Strategy & Transformation

Analytics modernization • Cloud data migration • KPI standardization • Data product thinking • Executive reporting strategy

AI & Advanced Analytics

Generative AI integration • Conversational BI & LLM-driven workflows • Controlled AI outcome delivery

GTM & Revenue Analytics

Pipeline health • Forecasting • Marketing Attribution • CAC & Churn analytics • Growth frameworks • Executive QBR enablement

Data Platform & Engineering

Snowflake • AWS • Redshift • dbt • Apache Airflow • SQL • Python • Flink • Apache Kafka • Apache Spark • Dagster • Kubernetes • Docker • Batch and Stream Processing • Scalable ELT pipelines • Semantic modeling • Data governance • Data quality controls

Development & AI Tooling

Claude Cowork • VS Code • Cursor • GitHub (version control & CI workflows) • Streamlit

Business Intelligence & Enablement

Sigma Computing • Tableau • Apache Superset • Self-service analytics • Executive dashboards • Row-level security • Performance optimization

Leadership & Organizational Impact

Cross-functional executive partnership • Team building & mentoring • Change management • Roadmap ownership • Agile delivery

Professional Experience Summary

Manager, BI Analytics | Analytics Engineering Manager

Workday | 2020 – Present

Previously: Senior Business Intelligence Analyst (promoted 2022)

Lead analytics modernization, executive reporting strategy, and advanced analytics initiatives for global sales and marketing organizations.

Strategic & Technical Leadership

- **Led enterprise Analytics Modernization Program**, migrating legacy Tableau ecosystem to Sigma + Snowflake/dbt architecture; established governed, scalable self-service platform supporting global Sales & Marketing stakeholders.
- Partner with GTM leadership to design KPI definitions and success metrics supporting revenue performance and executive decision cycles.
- Institutionalized standardized forecasting and pipeline review processes that improved forecast accuracy and reduced preparation time by ~40%.
- Designed and maintained dbt-based transformation models on Snowflake to standardize GTM metrics and KPI definitions; reduced time-to-insight for quarterly planning by eliminating ad hoc SQL duplication across 10+ analysts.
- Architected Airflow-orchestrated batch ingestion pipelines sourcing event, session attendance, and marketing data into Snowflake; enforced data quality checks and automated alerting to maintain SLA-grade reliability for executive reporting.

AI & Insight Acceleration

- Led deployment of an AI Companion conversational interface enabling stakeholders to ask business questions in natural language and receive context-aware, governed responses tied to enterprise metrics.
- Designed and operationalized controlled prompt templates and semantic grounding to increase accuracy and reduce hallucination risk in AI-generated outputs.
- Built an AI-enabled executive summary engine that synthesizes structured marketing performance data into narrative summaries for leadership review, ensuring consistent narrative interpretation across stakeholders.
- Partnered with BI engineering to integrate semantic and contextual reasoning layers for reliable generative output, enabling executive narratives grounded in governed data.

Impact & Adoption

- Increased executive engagement with analytic tools by simplifying insights delivery and reducing manual narrative preparation.
- Developed adoption frameworks and playbooks for new analytics and AI-empowered workflows.
- Implemented structured dashboard reliability and bug triage framework, improving SLAs and proactively addressing systemic data quality gaps.
- Champion innovation initiatives including natural language summaries, automated insights, and reusable governed datasets to accelerate speed-to-insight.
- Manage and mentor team of 8+ BI analysts and data engineers; drive hiring, performance development, and delivery standards.

Senior BI / Data Engineer – Growth Analytics

Company: Lyft | San Francisco, CA | 2018 – 2020

Led growth marketing initiatives supporting Acquisition and Retention teams within high-growth marketplace environment.

Key Impact:

- Built scalable data infrastructure supporting multi-million-dollar marketing spend across acquisition channels.
- Designed end-to-end campaign attribution, funnel analytics, and churn analysis frameworks enabling data-driven budget reallocation.
- Defined core growth KPIs including CAC, ROI, retention, and lifetime value; improved visibility into channel efficiency.
- Accelerated experimentation cycles by building robust data pipelines and reusable growth models.
- Built Kafka-based event streaming pipeline to ingest real-time rider and driver behavioral signals; enabled near-real-time funnel monitoring and significantly reduced lag in marketing performance reporting from T+1 day to minutes.
- Leveraged PySpark on distributed compute to process large-scale ride and transaction datasets for cohort analysis, retention modeling, and A/B test evaluation; reduced batch job runtimes by ~60% vs. legacy SQL-only approach.
- Delivered executive dashboards and weekly business reviews tracking top-line growth metrics and variance analysis

Senior BI / Data Engineer – Supply Chain Analytics

Company: Intuitive Surgical | Sunnyvale, CA | 2016 – 2018

Modernized analytics in regulated medical device environment across Manufacturing, Supply Chain, and Commercial functions.

Key Impact:

- Migrated manual Excel-based reporting processes to automated, production-grade data pipelines and governed dashboards.
- Delivered KPI frameworks for production efficiency, lead times, defect rates, and capacity planning used in executive reviews.
- Designed scalable reporting solutions supporting internal leadership and external-facing operational reporting.
- Enabled self-service analytics adoption through training and change management initiatives.

Lead BI Analyst – Sales / HR / Product Analytics

Company: ServiceNow | 2015 – 2016

Delivered cross-functional analytics solutions across Finance, Sales, HR, and Product organizations.

- Designed enterprise dashboards and forecasting reports supporting operational and financial performance.
- Standardized business metrics and reduced manual reporting via automation.
- Improved BI governance and platform scalability during rapid organizational growth.

Lead BI Developer - CRM Transformation

Company: Juniper Networks | 2014 – 2015

Led reporting strategy during SAP CRM migration and enterprise reporting transformation.

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- Delivered executive dashboards and operational reporting supporting CRM modernization.
 - Coordinated cross-team SIT/UAT and drove adoption via structured user enablement.
 - Translated complex business requirements into scalable BI solutions.
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Project Lead

Company: Tech Mahindra | 2006–2014

- Led cross-functional teams of 8–20 members across global delivery environments, managing end-to-end technical execution and stakeholder communication.
 - Acted as primary client-facing technical lead for multiple engagements, ensuring delivery quality, milestone adherence, and stakeholder alignment.
 - Drove solution design, implementation oversight, UAT coordination, and production deployment.
 - Recognized for consistent high performance and leadership contributions across multiple client programs.
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AI & Advanced Analytics Projects (Portfolio Highlights)

AI Companion – Conversational GTM Interface

- Designed LLM-driven conversational interface integrated with Snowflake/dbt semantic models.
- Enabled stakeholders to generate QBR decks, forecast summaries, and KPI narratives through controlled NL prompts.
- Implemented guardrails and semantic grounding to minimize hallucination risk and ensure governance compliance.

GenAI-Powered Marketing Executive Summary Generator – ([GitHub](#) : More detailed on my Medium writeup [here](#))

- Designed and built a modular, semantic reasoning-based GenAI engine to automatically generate narrative executive summaries from structured campaign and performance data, emphasizing context, benchmarks, and trend insights.
- Included contextual enrichment layers and deterministic templates to support reliable narrative outputs using enterprise-style reasoning rather than simple text completion.
- Demonstrated architectural principles around semantic normalization, business memory enrichment, and controlled LLM orchestration for strategic insight generation.

Real-Time Retail Sales Data Pipeline – ([GitHub](#) : More detailed on my Medium writeup [here](#))

- Built a production-grade streaming pipeline ingesting retail transaction events via Apache Kafka (Confluent Avro + Schema Registry) into PySpark Structured Streaming (v3.5); applied 10-minute watermarking and deduplication to land clean records and 5-minute windowed aggregations into Snowflake via idempotent MERGE.
- Modeled a dbt incremental fact table (fact_sales) on Snowflake with schema tests, source definitions, and column-level documentation; orchestrated the full pipeline via an Airflow 2.7 DAG running every 10 minutes with automated data quality checks (null, duplicate, Z-score anomaly) and alerting on failures.
- Containerized the full stack (Kafka, Spark, Airflow, Snowflake connector, Superset, Postgres) via Docker Compose with Kubernetes Helm chart for cloud deployment; CI via GitHub Actions covers linting, dbt compile, secret scanning, and dependency auditing.

Customer Churn Analysis – ([GitHub](#) : More detailed on my Medium writeup [here](#))

- Built a production-ready, end-to-end ML pipeline on the Telco Churn dataset: modular preprocessing, scikit-learn model training and evaluation, SHAP explainability, and business impact simulation; deployed as an interactive Streamlit app and a FastAPI microservice for programmatic prediction.
 - Integrated an LLM-powered Copilot (OpenAI) enabling conversational queries over churn data, AI-generated retention strategy recommendations, and auto-drafted executive churn reports; implemented guardrails and error handling for production reliability.
 - Applied customer segmentation and persona generation to surface at-risk cohorts; structured the project with versioned models, CI via GitHub Actions, and unit tests — demonstrating engineering best practices alongside analytics depth.
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Education

M.S., Software & Telecommunication Engineering – BITS Pilani, India

B.E., Computer Engineering – University of Mumbai, India