

# SAMEER BHALERAO

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## PROFESSIONAL SUMMARY

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Senior Analytics Leader with 11+ years of experience driving data-informed product and business decisions across global organizations. 9-year track record at Amazon delivering high-impact analytics solutions across marketplace growth, payments, and private brands. Led and scaled analytics functions across multiple business domains. Proven ability to build and lead analytics teams, define scalable metrics frameworks, and influence senior leadership decisions. Strong hands-on expertise in SQL, Python, and end-to-end BI systems.

## CORE COMPETENCIES

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- Product & Business Analytics
- Metrics Design & Governance
- SQL, Python, Data Modeling
- Data Warehousing (Redshift)
- BI & Dashboarding (QuickSight)
- ETL, Pipelines, BI Systems
- Stakeholder Leadership & QBR
- Experimentation & Decision Support
- Team Leadership & Mentorship

## PROFESSIONAL EXPERIENCE

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### Sr. Business Intelligence Engineer - Selection Expansion (L6)

Jan 2024 - Apr 2026

Amazon • Luxembourg

- Sole BIE owner for selection expansion analytics function across 17+ global Amazon stores; redesigned quarterly business reviews with new metric taxonomy (Platform GMS, offer breakdown, Contribution to 3P sales, selection quality) - drove 4 leadership cycles influencing broader product and business strategy.
- Rebuilt core selection identification logic fixing long-standing data inaccuracies across offers and funnel metrics, restoring trust in 20+ downstream reports used by Business Managers and engineering teams.
- Delivered entitlement calculations for a \$2.5B Seller growth *Big Bet* project under strict timelines, forming the analytical foundation for 2026 annual operational planning discussions.

### Sr. Business Intelligence Engineer - Amazon Private Brands (L5 → L6)

Jan 2021 - Dec 2023

Amazon • Luxembourg

- First BIE hire for EU Private Brands; built and led the BI function (3 BIEs + interns) covering Product, Marketing, Supply Chain, and Finance across Europe, North America and APAC.
- Delivered the APB-first Deals Performance Dashboard - 6 views, 20+ metrics, 90+ users across 10 countries and 12 job families - global single source of truth for Private Brands deals analytics, saving 350+ hours/year.
- Built Catalog Defects and products-with-a-sale bridge uncovering ~€110M GMS opportunity, adopted by senior leadership for quarterly planning.
- Led Inventory Tracker Engine design and development in partnership with global supply chain teams, saving 1,000+ hours/year for EU Private Brands; extended to NA and APAC regions in V2.
- Promoted L5 → L6 in Q3 2022 (10 feedback providers: 4 × L7, 6 × L6); cited for SQL cube innovation which reduced Private Brand's weekly business review code from 20K to 1.3K lines, adopted org-wide across APB BI.

### Lead Business Analyst - Amazon Pay / High-Frequency Commerce (L5)

Apr 2019 - Jan 2021

Amazon • Bengaluru, India

- Led analytics for Amazon Pay and High-Frequency Commerce (Recharges & Bill Payments), supporting product, marketing, and operations teams across category launches, abuse prevention, and weblab decision-making.
- Designed and implemented the Downstream Impact calculation methodology for product launch decisions, enabling Go/No-Go decisions on 5 Pay experiments (\$30M GMV stakes)- used by PMs as the standard framework for feature launches.
- Built a Python-based self-serve customer segmentation tool processing ~100 marketing campaigns/month; reduced campaign setup time by ~70%, saving ~3,000 hours/year for marketing and PM teams.
- Designed abuse-prevention rules for HFC Recharges combining multiple data sources to auto-cancel ~100K abusive orders/month (~2% of volume), significantly reducing incentive fraud while minimizing false positives.

## **Business Analyst - Amazon Pay / High-Frequency Commerce (L4)**

Jan 2017 - Apr 2019

Amazon • Bengaluru, India

- Built end-to-end data pipelines, 5 dashboards with 15+ views and a 25+ query self-serve library to support launch of eight HFC categories (Prepaid Recharge, Bill Payments, Flight bookings etc.) which became the foundational analytics suite driving 50+ launch campaigns and incremental product development for this \$2B business for Amazon India.
- Delivered weblab analysis for 3 CX improvements leading to high confidence product decisions; Identified \$5M accounting corrections through deep dives involving Accounting, business, and Nodal teams.

## **Decision Scientist (Analyst → Senior Analyst)**

2014 - 2016

Mu Sigma Business Solutions • Bengaluru, India

- Led analytics for two Fortune 500 retail and Airline clients; built segmentation, demand forecasting, and marketing mix models influencing multi-million-dollar spend decisions.

## **EDUCATION & CERTIFICATIONS**

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### **Bachelor of Engineering - Electrical and Electronics**

2010 - 2014

Birla Institute of Technology, Mesra • Ranchi, India • First Class with Distinction

### **Certifications & Continuing Education**

2022 - 2026

- dbt Analytics Engineering
- AWS BI Technology Specialist
- AI For Everyone - DeepLearning.AI
- Ollama - Local LLM Inference & Prompt Engineering
- LangGraph and LangChain Design and Implementation
- Agentic Coding Expertise - Claude Code, Codex and Copilot