

SAMEER BHALERAO

Luxembourg • +352 691189912 • sameerbh08@gmail.com • [linkedin.com/in/sameervb](https://www.linkedin.com/in/sameervb)

PROFESSIONAL SUMMARY

Senior analytics leader and AI systems builder with 11+ years turning complex data into strategic product decisions. 9-year track record at Amazon spanning marketplace growth, private brands, and payments - shipping analytics products used by hundreds of stakeholders across EU/NA/JP, authoring BRDs that shaped marketplace policy, and owning the full BI lifecycle from pipeline to C-suite QBR. Independently built and deployed four public AI-powered tools. Interested in roles at the intersection of data, AI, and product.

CORE COMPETENCIES

- AI Products & Applied AI Systems
- Data Products Ownership & Strategy
- Multi-Agent Architecture Design
- SQL, Python, Data Modeling
- Amazon Redshift / QuickSight
- LLM Systems (Ollama, Prompt Engineering)
- Stakeholder Leadership & QBR
- Metrics Design & Governance
- ETL, Pipelines, BI Systems

PROFESSIONAL EXPERIENCE

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- defined the product requirements and prioritized the build roadmap for four analytics tools used by 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.

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.

AI PRODUCT DEVELOPMENT**Soul Spark - Multi-Agent AI Life Intelligence System**

2025 - Present

Live at soulspark.me - presented to 800+ connections on LinkedIn, 3,173 impressions • Luxembourg

[Streamlit App](#) • soulspark.me

Soul Spark is a personal life intelligence dashboard integrating finance, health, career, and growth domains into a unified conversational AI advisor using local Ollama LLM inference (privacy-first, no data leaving device). Published on LinkedIn.

- Architected a packet-native multi-agent system using local Ollama LLM inference, Python 3.14, Streamlit, DuckDB, SQLite, and Google Sheets as live data sources.
- Designed the prompt chip UX, advisor conversation engine, and shared action/memory loop - shipping an end-to-end AI advisor experience with a live demo.
- Applied PM methodology throughout: user story mapping, iterative feature scoping, architecture decision records, and public launch.

JD Analyzer - Resume-to-Job Description Fit Scorer

2026

Public Streamlit app · GitHub: 7 stars · Adoption: 15 Users • Luxembourg

[Streamlit App](#) • [Github \(jd-analyzer\)](#)

- Deployed an AI-powered job application tool that parses resumes (PDF/DOCX), scores fit against any JD (0-100 weighted algorithm: 50% skill match, 30% role family, 20% seniority), audits ATS keywords, surfaces skill gaps, and generates tailored cover letters. Tech: Python, Streamlit, Ollama, Plotly.

Journey Planner - Multi-Modal Route Optimizer & AI Travel Advisor

2026

Public Streamlit app · GitHub: 2 stars · Adoption: 10 Users • Luxembourg

[Streamlit App](#) • [Github \(journey-planner\)](#)

- Deployed a travel planning tool comparing car, train, bus, and flight across cost, time, and CO₂ - Google Maps Distance Matrix API with Haversine fallback, greedy nearest-neighbor multi-stop optimization, AI travel advisor (multi-turn chat), and AI packing checklist via local LLM inference. Tech: Python, Streamlit, Google Maps API, Ollama.

DOTA Analyzer - AI-Powered Match Intelligence Tool

2026

Public Streamlit app · Adoption: 22 Users • Luxembourg

[Streamlit App](#) • [Github \(dota-analyzer\)](#)

- Deployed a Streamlit app integrating OpenDota public API with local Ollama LLM to deliver AI-generated strategic analysis, draft simulation, and match breakdown for Dota 2 players - no authentication required. Tech: Python, Streamlit, OpenDota API, Ollama, Plotly.

EDUCATION & CERTIFICATIONS**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 |