

Rishabh Agrawal

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EDUCATION

The University of Texas at Dallas	May 2017
<i>M.S., Information Technology and Management; Business Intelligence</i>	GPA: 3.89
Dean's Excellence Scholarship, Beta Gamma Sigma Honour Society, Silver Cord Recipient	
University of Pune, India	May 2013
<i>B.E., Computer Engineering</i>	

TECHNICAL SKILLS

Analysis and Reporting Tools:	Google Analytics, Google Tag Manager, Google Data Studio, Google BigQuery, Tableau, QlikView, SAS Enterprise Miner
Certifications:	Google Analytics IQ, Google AdWords, SAS-UT Dallas Data Mining and BI

BUSINESS EXPERIENCE

Vertical Nerve, Dallas, United States	June 2016 - Present
<i>Digital Analyst</i>	
<ul style="list-style-type: none">Performing Google Analytics account audits for the clients and setting up views, filters and goals in Google AnalyticsImplementing custom JavaScript tags in Google Tag Manager to capture user interaction on the siteCreating Data Studio Reports, Tableau dashboards by connecting them with Google AnalyticsProviding more in-depth analysis using Google BigQuery for GA 360 clients	

Accenture, Bengaluru, India	November 2013-April 2015
<i>Associate Software Engineer</i>	
<ul style="list-style-type: none">Implemented ETL solutions using SSIS on huge sets of data for a pharmaceutical clientAnalysed the weekly data using Tableau and created story pointsPerformed automation of reports using MS-Excel macros	

ACADEMIC PROJECT

Google Online Marketing Challenge	March 2016-April 2016
<ul style="list-style-type: none">Created Google AdWords campaigns for a start up and ran them for a period of three weeksPerformed bid adjustments week over week and came up with exact, broad and negative keywordsManual as well as automatic CPC bidding strategies were used	

Google Analytics Implementation on a Web Blog	January 2016- March 2016
<ul style="list-style-type: none">Created a new Google Analytics container and placed the code snippet on the web blogCreated different views, segments, filters and goals for the Google Analytics accountRan an email campaign and monitored the traffic in Google AnalyticsDeveloped reports based on the demographics of New vs Returning users	

ACHIEVEMENTS & HONORS

<ul style="list-style-type: none">Published: "Number Plate Recognition System for Indian Vehicles", International Journal of Engineering Research & Technology, 2013Beta Gamma Sigma Honours Society Member, March 2017Received the silver cord academic honour from The University of Texas at Dallas for maintaining a high GPA, March 2017	
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