

Rishabh Agrawal

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EDUCATION

The University of Texas at Dallas

M.S., Information Technology and Management; Business Intelligence

Dean's Excellence Scholarship, Beta Gamma Sigma Honour Society, Silver Cord Recipient

May 2017

GPA: 3.89

University of Pune, India

B.E., Computer Engineering

May 2013

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

Digital Analyst

- Performing Google Analytics account audits for the clients and setting up views, filters and goals in Google Analytics
- Implementing custom JavaScript tags in Google Tag Manager to capture user interaction on the site
- Creating Data Studio Reports, Tableau dashboards by connecting them with Google Analytics
- Providing more in-depth analysis using Google BigQuery for GA 360 clients

Accenture, Bengaluru, India

November 2013-April 2015

Associate Software Engineer

- Implemented ETL solutions using SSIS on huge sets of data for a pharmaceutical client
- Analysed the weekly data using Tableau and created story points
- Performed automation of reports using MS-Excel macros

ACADEMIC PROJECT

Google Online Marketing Challenge

March 2016-April 2016

- Created Google AdWords campaigns for a start up and ran them for a period of three weeks
- Performed bid adjustments week over week and came up with exact, broad and negative keywords
- Manual as well as automatic CPC bidding strategies were used

Google Analytics Implementation on a Web Blog

January 2016- March 2016

- Created a new Google Analytics container and placed the code snippet on the web blog
- Created different views, segments, filters and goals for the Google Analytics account
- Ran an email campaign and monitored the traffic in Google Analytics
- Developed reports based on the demographics of New vs Returning users

ACHIEVEMENTS & HONORS

- Published: "Number Plate Recognition System for Indian Vehicles", International Journal of Engineering Research & Technology, 2013
- Beta Gamma Sigma Honours Society Member, March 2017
- Received the silver cord academic honour from The University of Texas at Dallas for maintaining a high GPA, March 2017