P L P Raju
Data Scientist
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PROFESSIONAL SUMMARY

- 3+ years of experience applying data science and analytics to marketing and financial product domains, specializing in campaign measurement, causal inference, econometrics, and ROI-driven optimization.
- Skilled in SQL, Python, Tableau, and Keynote, with proven ability to build pipelines, automate reporting, and deliver insights to technical and non-technical stakeholders.
- Designed and deployed causal inference and regression models to quantify campaign lift and optimize marketing strategy.
- Experienced in collaborating with marketing, product, and engineering teams to align business objectives with data-driven recommendations.
- Certified in AWS, Azure, and Power BI, with hands-on expertise in marketing analytics, data pipelines, visualization, and large-scale analytics workflows.

PROFESSIONAL EXPERIENCE

Data Scientist – Marketing Analytics
UnitedHealth Group, MA
Aug 2023 - Present

- Conducted descriptive and causal inference analysis for multi-channel campaigns, improving engagement by 22% and reducing churn by 15%.
- Built SQL/Python pipelines for large-scale (terabyte+) marketing data ingestion and transformation; reduced preparation time by 45%.
- Designed regression and time-series models to evaluate ROI across email, web, and in-app campaigns.
- Delivered campaign performance dashboards in Tableau and Keynote, enabling leaders to track CTR, conversion, and retention in real time.
- Partnered with marketing managers to design and analyze A/B experiments, applying significance testing to guide strategy.
- Developed causal models to measure incremental campaign lift, directly informing budget reallocations to higher-performing channels.
- Collaborated with scientists to prototype pipelines for large-scale marketing data ingestion and campaign filtering workflows.

Marketing Data Analyst
Brane Enterprises, India
May 2021 - Dec 2022

- Collected, cleaned, and analyzed 50K+ customer and campaign records, uncovering insights that improved targeting strategies.
- Built SQL queries and Python ETL scripts for campaign pipelines; reduced reporting errors and manual effort by 35%.
- Conducted exploratory data analysis and econometric modeling to measure channel performance, customer retention, and attribution across campaigns.
- Developed Tableau and Power BI dashboards for campaign KPIs (conversion, churn, ROI), delivering actionable insights to stakeholders.
- Partnered with product managers to define success metrics for customer acquisition and funnel optimization experiments.
- Delivered recurring insights reports, contributing to a 22% lift in campaign ROI.
- Scoped and validated datasets for machine learning workflows supporting customer acquisition analytics.

TECHNICAL SKILLS

- **Data Science & Modeling**: Regression, Time-Series, Causal Inference, Econometrics, A/B Testing, Attribution Modeling
- **Data Analysis**: SQL, Python (Pandas, NumPy, scikit-learn), Tableau, Power BI, Keynote, Google Sheets
- **ETL & Pipelines**: Python ETL Automation, AWS Glue, AWS Lambda, Data Cleaning & Transformation
- **Marketing Analytics Tools**: KPI Tracking, ROI Measurement, Funnel Analysis, Lift Studies
- **Cloud Platforms**: AWS (S3, EC2, Lambda, DynamoDB, Glue), Azure Database Services
- **Collaboration & Workflow**: Git, Jira, Confluence, Agile/Scrum, Teams, Slack, Outlook

CERTIFICATIONS

- **AWS Certified Data Analytics** (Expected: Oct 2025)
- **Microsoft Certified: Power BI Data Analyst Associate**
- **Microsoft Certified: Azure Database Administrator Associate**

EDUCATION

Master of Science in Information Technology
Clark University, Worcester, MA
Bachelors in Mechanical Engineering
JNTUK, Visakhapatnam, Andhra Pradesh