# RISHBHA GODARA

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## WORK EXPERIENCE

**Officebanao, New Delhi**                                                                 **May 2022 - Aug 2022**
*Business Analyst*
- Established the pre-sales process for a new product and defined scope and business metrics for each activity.
- Slashed reporting time by 75% through the creation of 20+ dashboards and reports, highlighting the fall-out rate and customer engagement trends in the product purchase funnel.

**GenY Medium, New Delhi**                                                                 **Jun 2021 - Jun 2022**
*Data Analyst (Marketing)*
- Orchestrated SEO and SEM digital marketing strategy for a multi-location hospital, resulting in a remarkable 55% sales lift in Oct 2021 and earning the Company Award for Outstanding Performance.
- Leveraged data analysis from 250,000 MAUs to drive marketing and product strategies for a digital health app, doubling average app engagement time and reducing drop-off rate by 30%.
- Developed a template and an automation system for the work assignment system, reducing the meeting time and rework by ~20 hours per week.

**Gavi - The Vaccine Alliance, Geneva**                                                    **Jun 2018 - Sep 2018**
*Data Analyst*
- Meticulously gathered immunization data from five disparate surveillance systems, aggregating district and commune-level immunization rates and vital demographic metrics across three countries.
- Conducted meticulous data preprocessing, including cleaning, reformatting, and standardization, while implementing data quality control techniques like duplicate removal and missing value imputation.
- Spearheaded the optimization of grant assessment procedures, reducing evaluation time from 4 weeks to 1.5 weeks by creating a cloud-based relational database, streamlining operations, and expediting the grant application processing.

**OneClaim AIG, Hyderabad**                                                                **Oct 2014 - Jun 2017**
*Data Analytics Engineer*
- Applied statistical data analysis techniques to app logs and implemented UX analytics using ServiceNow to extract actionable insights on user experience while proactively identifying emerging risks.
- Led database improvements and code optimizations, resulting in an 85% reduction in sev1 and sev2 errors.
- Managed 9 enterprise feature releases within the Claims Analytics domain, collaborating with a cross-functional team of 25+ professionals, ensuring consistent monthly code delivery that met user needs.
- Produced comprehensive progress and challenge reports for senior management, aiding informed decision-making and conducted onboarding training for new team members while optimizing resource utilization.
- Distinguished with two client awards for exceptional leadership in resolving claims search code issues, leading to a promotion as Team Lead, managing a team of five.

## SKILLS

- **Technical**: Python, R, SQL, STATA, Oracle DB, AWS, Tableau, PowerBI, A/B testing, TensorFlow, Scikit-Learn
- **Certifications**: AWS Cloud Practitioner Certified

## EDUCATION

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|---|---|
| **University of Washington – Michael G. Foster School of Business** | **Seattle, WA** |
| Master of Science in Information Systems | 2024 |
| **University of California** | **Los Angeles, CA** |
| Certificate in Systems Analysis (Data Science) | 2023 |
| **The Graduate Institute** | **Geneva, Switzerland** |
| Master of Arts in Development Studies | 2020 |
| **Gitam University** | **Vizag, India** |
| Bachelor of Technology in Electrical Engineering | 2014 |