

RISHBHA GODARA

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SKILLSET

- **Strengths:** Market Research & Forecasting, Data Analytics, Reporting and Visualization, Technical Storytelling
- **Technical:** Python, R, Stata, SQL, Snowflake, Azure, AWS, Tableau, Power BI, Salesforce Pardot, Google Ads, DV360
- **Cloud Certifications:** Azure Fundamentals, AWS Cloud Practitioner

PROFESSIONAL EXPERIENCE

UW Disability Services, Seattle Oct 2022 - Present

Graduate Data Analyst

- Created a detailed SOP for report generation, specifying frequency, format, and content for efficient reporting.
- Crafted 6 interactive dashboards highlighting key metrics, for quick and informed decision-making by management.

Officebanao, New Delhi May 2022 - Aug 2022

Product Marketing Manager

- Established the pre-sales process and defined scope and business performance metrics for each activity.
- Devised and executed a GTM strategy, resulting in a remarkable 46% plunge in CAC compared to its initial forecast.
- Slashed reporting time by 75% through the creation of 11 dashboards and reports, highlighting the fall-out rate and customer engagement trends in the acquisition funnel.

GenY Medium, New Delhi Jun 2021 - Jun 2022

Marketing Analyst

- Closed a USD 150,000 contract with a major Japan-based Optics company and was appointed project lead by client.
- Secured a 169% boost in B2B sales with a forecasted annual increase of over 200% for a diagnostics product by overhauling their marketing strategy, earning me the Company Award for Outstanding Performance.
- Leveraged data from 250,000 MAUs to identify trends and inform product improvements for a digital health app, doubling average app engagement time and reducing the drop-off rate by 56%.

Gavi - The Vaccine Alliance, Geneva Jun 2018 - Sep 2018

Data Analyst

- Spearheaded the reporting process optimization, and reduced grant evaluation time from 4 weeks to 1.5 weeks.
- Analyzed Somalia immunization data from five disparate surveillance systems, to uncover trends across demographics, guiding a targeted malaria campaign that increased the aid distribution rate by 3%.
- Conducted ad-hoc analyses, providing insights to stakeholders, that improved operational efficiency and cost savings.

OneClaim AIG, Hyderabad Oct 2014 - Jun 2017

Data Analytics Engineer

- Implemented ServiceNow UX analytics, tracking user session metrics to identify emerging risks in app performance.
- Led database improvements and code optimizations, resulting in an 85% reduction in sev1 and sev2 errors.
- Successfully oversaw 9 enterprise feature releases, collaborating with a cross-functional team of 25+ professionals.
- Produced comprehensive progress and challenge reports for senior management, aiding informed decision-making and conducting onboarding training for new team members while optimizing resource utilization.
- Distinguished with two client awards for exceptional leadership, leading to a promotion to Team Lead.

EDUCATION

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